

Name of Event: Sports and Entertainment Management

Description:

This event consists of two parts. The first part is a 60 minute objective test team members take collaboratively on sports marketing. The second is an interactive role play based on an analysis of a computing environment situation and recommendation for a problem outlining the understanding and awareness of sports and entertainment issues within today's society.

Important topics

- Sports and entertainment marketing/strategic marketing
- facility and event management
- promotion, advertising, and sponsorship
- planning, distribution, marketing, pricing, and selling of events
- basic functions of management
- human resource management (labor relations)
- management strategies and strategic planning tools
- financing and economic input
- sports law
- marketing/management information technology and research
- leadership and managing groups and teams
- communication in sports and entertainment (media)
- ethics
- licensing
- sports governance | careers

Practice Tests/Sample Projects:

<https://www.rtsd.org/cms/lib/PA01000218/Centricity/Domain/113/Sports%20and%20EntertainMgtEvent.pdf>

https://www.fbla-pbl.org/media/sports_entertainment__management.pdf

 2016 FBLA Sports and Entertainment Management Case.docx

 2016 SLC Sports _ Entertainment Management.docx

 Sports _ Entertainment Management Study Guide 2010-13.pdf

 Sports _ Entertainment Management Study Guide 2013-16.pdf

YouTube videos:

<https://www.youtube.com/watch?v=rY8lmX4dizM>

<https://www.youtube.com/watch?v=of-poWTX5NQ>

Quizlets:

<https://quizlet.com/36901518/vocab-fbla-sports-and-entertainment-management-part-i-flash-cards/>

Informational Articles:

Format Guide:

<https://www.fbla-pbl.org/media/Format-Guide-Competitive-Events.pdf>

Other:

<https://www.athleticbusiness.com/>

<https://www.basd.net/cms/lib2/PA01001269/Centricity/Domain/240/Sports%20Marketing%20Chapter%201.pdf>