

# North Carolina Sports & Entertainment Marketing Course Blueprints Correlation to Virtual Business – Sports

## Course Blueprint for 6670 Sports & Entertainment Marketing I

### A: Sports & Entertainment Marketing Foundations

Blueprint	VBS Lesson
<b>Explain the components of the sports and entertainment marketing course.</b>	
Describe the value of DECA.	VBS is used in a formal DECA competitive event, New Franchise Project, Multiplayer Competitions
Discuss the impact of sports and entertainment marketing on the economy.	
Identify significant people and events in the history of the sports and entertainment marketing industry.	
<b>Explain business foundations relevant to the sports and entertainment industry.</b>	
Explain the concept of marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the concept of market identification.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
<b>Explain economic foundations relevant to the sports and entertainment marketing industry.</b>	
Explain the concept of economics.	Ticket Pricing, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain the concept of competition.	Multiplayer Competitions
Discuss the free enterprise system.	

### B: Selling and Promotions

Blueprint	VBS Lesson
<b>Develop customer service skills needed in the sports and entertainment industry.</b>	
Explain the importance and types of selling.	
Recognize the steps of the selling process.	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Solve related mathematical problems.	All VBS lessons allow students to view the current franchise's reports and financial information which is exportable to Excel where analysis, calculations, reports and

	presentations may be generated, New Franchise Project, Multiplayer Competitions
<b>Explain the function of promotion in sports and entertainment marketing.</b>	
Identify the role of promotion.	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the promotional mix and the different forms of promotion.	
Discuss the use and importance of sponsorships and endorsements.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the use of technology in promotion.	

### C: Branding and Merchandising

<b>Blueprint</b>	<b>VBS Lesson</b>
<b>Identify the components of branding and licensing within the sports and entertainment industry.</b>	
Explain the concept of branding.	
Discuss product licensing.	Licensing, New Franchise Project, Multiplayer Competitions
<b>Discuss food &amp; beverage services and on-site merchandising at a sports and entertainment marketing event.</b>	
Discuss food & beverage services.	
Explain on-site merchandising.	

### D: Risk Management and Human Relations

<b>Blueprint</b>	<b>VBS Lesson</b>
<b>Discuss risk management from a sports and entertainment marketing perspective.</b>	
Summarize the concept of risk management.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss considerations for safety and security.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the types of insurance necessary for the sports and entertainment industry.	
<b>Explore career-sustaining opportunities in sports and entertainment marketing.</b>	
Summarize factors of interpersonal relationships.	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Demonstrate the skills needed for obtaining employment.	
Explain ethical responsibility in the sports and entertainment industry.	

## Course Blueprint for 6671 Sports & Entertainment Marketing II

### A: Marketing, Ethics, and Legal Implications

Blueprint	VBS Lesson
<b>Analyze the impact the sports and entertainment marketing industry has on the economy.</b>	
Describe the value of DECA.	VBS is used in a formal DECA competitive event
Illustrate the impact of sports and entertainment marketing on the economy.	
Illustrate the use of the marketing mix in sports and entertainment marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
<b>Discuss ethical and legal implications of sports and entertainment marketing.</b>	
Apply ethical principles to the industry.	
Interpret legal issues pertaining to sports and entertainment management.	
Discuss personnel issues.	

### B: Finance and Event/Facilities Management

Blueprint	VBS Lesson
<b>Examine the financial aspects of sports and entertainment marketing.</b>	
Identify revenues in sports and entertainment marketing.	Ticket Pricing, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify expenses in sports and entertainment marketing.	Franchise Location, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Design a budget.	
<b>Synthesize the relationship between event and facilities management.</b>	
Discuss aspects of facilities management.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss aspects of event management.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Coordinate an event.	New Franchise Project, Multiplayer Competitions

## C: Consumer Behavior and Sponsorships

Blueprint	VBS Lesson
<b>Analyze consumer behavior in sports and entertainment marketing.</b>	
Analyze factors that influence the consumer's decision-making process.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Explain product positioning.	Franchise Location, Ticket Pricing, Player Management, Promotions, Media Planning, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Coordinate promotional efforts.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the consumer research process.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explore the consumer research process.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
<b>Examine sponsorships pertaining to the sports and entertainment industry.</b>	
Explain the concept of sponsorships.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Describe how to secure sponsorships.	
Evaluate the effectiveness of sponsorships.	
Construct a sponsorship proposal.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions

The information for this correlation was found at the following web address during 06/2005:  
[http://www.ncpublicschools.org/workforce\\_development/marketing/curriculum.html](http://www.ncpublicschools.org/workforce_development/marketing/curriculum.html).