

**South Carolina Sports and Entertainment Marketing
Standards
Correlation to
Virtual Business – Sports**

**Sports and Entertainment Marketing
Activity/Course Code: 5425**

A. Safety

The student will be able to:

Objective	VBS Lesson
1. Identify methods of reducing on-site accidents.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
2. Identify methods of training employees in safety practices and procedures.	
3. Demonstrate knowledge of an emergency plan.	
4. Describe the threat of viruses to a computer network, methods of avoiding attacks, and options in dealing with a virus attack.	
5. Identify potential abuse and unethical uses of computers and networks in the sports and entertainment industry.	

B. Student Organizations

The student will be able to:

Objective	VBS Lesson
1. Explain how related student organizations are integral parts of career and technology courses.	
2. Explain the goals and objectives of related student organizations.	
3. List opportunities available to students through participation in related student organization conferences and other activities.	VBS software is used in an official DECA competitive event called the Virtual Business Challenge
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.	

C. Sports and Entertainment Marketing

The student will be able to:

Objective	VBS Lesson
1. Describe the basic concepts of marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
2. Define the seven key marketing functions.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
3. Define sports marketing and target marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
4. Identify sports marketing strategies. Understand why marketing must relate to the specific audience.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
5. Relate advances in entertainment technology to changes in distribution.	
6. Recognize the power of television as a marketing tool.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
7. Apply the marketing mix to recreation marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
8. Describe marketing for the travel and tourism consumer.	

D. College and Amateur Sports

The student will be able to:

Objective	VBS Lesson
1. Explain the importance of the NCAA and team rankings to college sports.	
2. Define market segmentation.	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
3. Discuss the growing market surrounding women's college athletics.	
4. Discuss the benefits of college sports to the home community.	
5. Identify benefits of sponsorships and licensing to a team.	Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
6. Explain the reason for realignment of college conferences.	
7. Discuss marketing and sponsoring of amateur sports.	

8. Discuss the economic benefits of amateur sports.	
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E. Professional Sports
The student will be able to:

Objective	VBS Lesson
1. Discuss the financial impact of professional sports.	Sponsorships, Licensing, Financials, Turnaround, Player Management, Stadium Personnel, Stadium Parking, Promotions, Media Planning, Ticket Pricing, Franchise Location, New Franchise Project, Multiplayer Competitions
2. Identify the perks associated with big league sports.	
3. Describe the distribution process for a professional sports team.	
4. Explain the process for financing a professional sports team.	
5. Explain the role of sports agent.	
6. Explain ways professional sports organizations and their sponsors develop an athlete's character.	
7. Assess the importance of ethical behavior on an athlete's promotional value.	

F. Marketing Products and Services through Sports
The student will be able to:

Objective	VBS Lesson
1. Describe the market for sports.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
2. Explain emotional ties to sports and earning power of women in sports.	
3. Discuss the marketing cycle.	Promotions, Media Planning, Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
4. Discuss sponsors and their involvement in sports marketing.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
5. Discuss prohibited sponsorships.	
6. Discuss promotion and its objectives.	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
7. List the tools used in promotion.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
8. Describe qualifications for endorsers.	
9. Define endorsements and their restrictions.	

G. Public Images

The student will be able to:

Objective	VBS Lesson
1. Discuss the importance of positive public relations for sports.	
2. Explain how public relations firms assist in creating favorable images.	
3. Evaluate how athletes can affect public perceptions.	
4. List the advantages of fan clubs to both fans and athletes.	
5. Discuss the importance of marketing research before undertaking a licensing agreement.	Licensing, New Franchise Project, Multiplayer Competitions
6. Discuss successful sports licenses and sponsors.	
7. Explain how a sports figure can be successful in the lecture circuit.	
8. Describe the steps in the creation of popular sports books.	

H. Image Enhancement

The student will be able to:

Objective	VBS Lesson
1. Describe the importance of charities and tournaments to the successful images of athletes and teams.	
2. Explain why athletes become involved with or create their own foundations.	
3. Explain why sports celebrity camps have become increasingly popular.	
4. Define the importance of corporate and business contacts in the area where a sports camp will be held.	
5. Define the relationship between sponsorship and interest in one-day seminar.	
6. Evaluate three methods of advertising workshops, and discuss the benefits of each.	

I. Sports Marketing Firms

The student will be able to:

Objective	VBS Lesson
1. Explain the role of a sports marketing firm.	
2. Discuss the importance of maintaining a positive image for sports owners and marketing firms.	
3. Describe sports that have become popular internationally.	
4. Describe ways in which sports marketing has increased international awareness of	

sports.	
5. Explain some challenges in marketing the Olympics and women's sports.	
6. Identify numerous sports marketing careers.	
7. Describe skills and personal characteristics necessary for a career in sports marketing.	

J. Entertainment Industry
The student will be able to:

Objective	VBS Lesson
1. Explain profit and cost-cutting strategies in the motion picture industry.	
2. Calculate film revenue, and discuss the importance of foreign markets for movies.	
3. Describe methods of financing for auto racing.	
4. Discuss the different kinds of entertainment distribution.	
5. Discuss promotional strategies for motion pictures.	
6. Discuss the promotion of music.	
7. Explain two kinds of theater promotion.	
8. Discuss the legalities of music distribution.	
9. Explain the promotional value of entertainment awards.	
10. Discuss ways in which entertainment is distributed.	
11. Discuss the preparation needed for a career in the entertainment-marketing field.	
12. Comprehend the skills needed for specific jobs in entertainment marketing.	

K. Marketing Entertainment
The student will be able to:

Objective	VBS Lesson
1. Explain customizing entertainment products for a market segment.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
2. Describe customized entertainment marketing for baby boomers.	
3. Explain the impact of technology on entertainment.	
4. Describe the need for balance between privacy and marketing information.	
5. Examine the global marketing of entertainment.	
6. Understand global distribution of entertainment.	

L. Recreation Marketing

The student will be able to:

Objective	VBS Lesson
1. Examine marketing strategies based on changing demographics.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
2. Apply market information to recreational events.	
3. Understand how technology has changed travel marketing.	
4. Discuss the importance of partnerships between airlines and recreation destinations.	
5. Discuss the popularity of halls of fame as destinations.	
6. Explain the difference between theme parks and resorts and their marketing strategies.	
7. Describe careers in recreation marketing.	
8. Develop a recreation marketing career plan.	

M. Marketing Plans

The student will be able to:

Objective	VBS Lesson
1. Explain the purpose of advertising.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
2. List the elements of promotion.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
3. Define the purposes of marketing research.	New Franchise Project, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
4. Discuss the human elements in marketing research.	
5. Explain the purpose of a marketing plan.	New Franchise Project
6. List components of a strategic marketing plan.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
7. Explain the importance of the profit motive behind sports and entertainment marketing.	Ticket Pricing, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
8. Explain various types of financing related to sports and entertainment marketing.	

N. Legal Issues for Sports and Entertainment
The student will be able to:

Objective	VBS Lesson
1. Discuss the role of risk management in sports and entertainment marketing.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
2. Recognize the importance of copyright law.	
3. Discuss the need for contracts.	Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
4. Analyze the public relations impact of labor laws on sports.	
5. Assess the financial harm that strikes may cause to a sport.	
6. Explain licensing.	Licensing, New Franchise Project, Multiplayer Competitions
7. Describe the financial value of licensing sports and entertainment merchandise.	Licensing, New Franchise Project, Multiplayer Competitions

The information for this correlation was found at the following web address during 06/2005:
<http://www.myschools.com/offices/cate/standards/MarketingSalesServiceStandards.htm>.