

Utah Sports and Entertainment Marketing Standards

Correlation to Virtual Business – Sports

Standard 1

Standard	VBS Lesson
The marketing mix as it relates to sports marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Sports properties and sports marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Companies and sports marketing	Sponsorships, Licensing, New Franchise Project, Multiplayer Competitions
Components and exchanges of the event triangle	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 2

Standard	VBS Lesson
The fan	Ticket Pricing, Promotions, Media Planning, Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
Different sporting events	
The sports audience	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 3

Standard	VBS Lesson
Sponsorships	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Why businesses sponsor a sports property	
Sponsorship evaluation	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 4

Standard	VBS Lesson
Event components and sports properties	Franchise Location, Ticket Pricing, Promotions,

	Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Design components of an event	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Sportscape in event marketing	
Evaluation for events	

Standard 5

Standard	VBS Lesson
Identify the roles and types of promotions	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Components of a promotion mix	
Develop a promotion plan	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 6

Standard	VBS Lesson
The need for sponsorship planning	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Develop 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.schools.utah.gov/ate/Marketing/Curriculum/sports/sportscurr.html>.