

eDynamic Learning Course Title: Sports and Entertainment Marketing 1a/1b

State: TX
State Course Title: Sports and Entertainment Marketing 1ab
State Course Code: 130.386
State Standards: Sports and Entertainment Marketing
Date of Standards: 2015

TEKS	Course Title (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:			
(A) communicate effectively with others using speaking, listening, and writing skills;	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 2
(B) demonstrate collaboration skills through teamwork;	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 3
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 2
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 4
(E) show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 1
(F) demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results; and	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 4
(G) demonstrate leadership skills by participating in activities such as career and technical education student organizations.	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 4
(2) The student knows business concepts and explains how business satisfies economic needs. The student is expected to:			
(A) categorize business activities such as production, marketing, management, or finance;	Sports and Entertainment Marketing 1a	Unit 8: The Big Picture of Business	Lessons 1, 2
(B) analyze the interdependence each business activity has with marketing;	Sports and Entertainment Marketing 1a	Unit 8: The Big Picture of Business	Lessons 1, 2
(C) demonstrate an understanding of the forms of business; and	Sports and Entertainment Marketing 1a	Unit 7: Entrepreneurship 101	Lesson 2
(D) demonstrate an understanding of the concept of economic impact.	Sports and Entertainment Marketing 1a	Unit 5: Money and Marketing	Lesson 4
(3) The student knows the importance of marketing as well as the functions of marketing. The student is expected to:			
(A) explain the marketing concept as it relates to sports and entertainment;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2

(B) describe each marketing function and how it relates to sports and entertainment;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(C) explain how each component of the marketing mix contributes to successful marketing;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 4
(D) express the importance of target markets;	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 1
(E) describe advantages and disadvantages of market segmentation and mass marketing;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 4
(F) explain the importance of market research and analysis;	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lesson 2
(G) illustrate the concept of positioning; and	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 3
(H) describe how international marketing has affected the sports and entertainment industry.	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 1
(4) The student knows that distribution channel members facilitate the movement of products. The student is expected to:			
(A) explain channels of distribution for sports and entertainment marketing products; and	Sports and Entertainment Marketing 1b	Unit 5: Distributing Sports and Entertainment Products	Lesson 1
(B) describe activities of each channel member.	Sports and Entertainment Marketing 1b	Unit 5: Distributing Sports and Entertainment Products	Lesson 1
(5) The student knows how sports and entertainment businesses achieve profitability. The student is expected to:			
(A) evaluate sources of financial information, including budgets, balance sheets, and income statements;	Sports and Entertainment Marketing 1a	Unit 8: The Big Picture of Business	Lessons 2, 3
(B) explain the concept and importance of revenue streams; and	Sports and Entertainment Marketing 1a	Unit 8: The Big Picture of Business	Lesson 2
(C) explain the relationship of profit and loss to sports and entertainment products.	Sports and Entertainment Marketing 1a	Unit 8: The Big Picture of Business	Lesson 3
(6) The student knows the marketing-information system. The student is expected to:			
(A) use a marketing-information system to make informed business decisions; and	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lesson 3
(B) analyze data used to make accurate forecasts and informed business decisions.	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lesson 2
(7) The student knows pricing strategies. The student is expected to:			
(A) compare and contrast pricing strategies; and	Sports and Entertainment Marketing 1b	Unit 4: Sales and the Customer	Lesson 3
(B) analyze the price of sports and entertainment marketing products.	Sports and Entertainment Marketing 1b	Unit 4: Sales and the Customer	Lesson 3

(8) The student knows the elements and processes of product planning. The student is expected to:			
(A) describe stages of new-product planning;	Sports and Entertainment Marketing 1a	Unit 2: Product and Service Central	Lesson 3
(B) illustrate the product mix; and	Sports and Entertainment Marketing 1a	Unit 2: Product and Service Central	Lesson 1
(C) identify stages of the product life cycle for new or existing sports or entertainment marketing products.	Sports and Entertainment Marketing 1a	Unit 2: Product and Service Central	Lesson 3
(9) The student knows that successful marketers must develop, implement, and evaluate a promotional plan. The student is expected to:			
(A) identify, create, and demonstrate elements of the promotional mix; and	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 2
(B) analyze a promotional plan for effectiveness.	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lessons 2, 4
(10) The student knows that various types of risks impact business activities. The student is expected to:			
(A) identify business risks that are commonly associated with sports and entertainment business; and	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lessons 2, 4
(B) explain methods a sports and entertainment business uses to control risks.	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lessons 2, 4
(11) The student identifies the role of selling and emphasizes its importance in a sports and entertainment business. The student is expected to:			
(A) explain how selling contributes to economic activity;	Sports and Entertainment Marketing 1a	Unit 5: Money and Marketing	Lesson 1
(B) describe the process of selecting and merchandising sports and entertainment products;	Sports and Entertainment Marketing 1a	Unit 2: Product and Service Central	Lesson 1
(C) demonstrate steps in the selling process using sports and entertainment products;	Sports and Entertainment Marketing 1b	Unit 4: Sales and the Customer	Lesson 2
(D) explain the importance of ticket sales; and	Sports and Entertainment Marketing 1b	Unit 4: Sales and the Customer	Lesson 2
(E) develop a ticket sales strategy for a sports and entertainment product.	Sports and Entertainment Marketing 1b	Unit 4: Sales and the Customer	Lesson 2
(12) The student identifies the nature and scope of sports and entertainment marketing. The student is expected to:			
(A) research and explain the history of sports and entertainment as an industry and how it impacts today's marketplace;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 3
(B) identify sports and entertainment marketing terms;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(C) list major environmental influences on sports and entertainment demand;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 3

(D) define sports marketing and entertainment marketing;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 3
(E) explain topics, including legislation and ethics, that impact sports and entertainment marketing;	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 1
(F) research trends and emerging technologies affecting the sports and entertainment marketing industry; and	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 3
(G) explain the concept of competition for discretionary income.	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(13) The student knows that a career in sports and entertainment marketing requires knowledge of demographics. The student is expected to:			
(A) explore how the use of demographics has influenced the industry; and	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lesson 2
(B) differentiate between buying habits and buying preferences.	Sports and Entertainment Marketing 1b	Unit 6: Market Research	Lesson 2
(14) The student knows that a career in sports and entertainment marketing requires knowledge of the industry. The student is expected to:			
(A) research careers in the sports and entertainment marketing industry;	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 3
(B) list and describe businesses related to sports and entertainment; and	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 1
(C) distinguish between the different roles in sports and entertainment marketing.	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 1
(15) The student identifies reasons a sports and entertainment business would use marketing. The student will be expected to:			
(A) describe and simulate activities to market a sports and entertainment product;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(B) understand why sports and entertainment businesses use marketing;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(C) understand the importance of and key components of a marketing plan;	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lessons 2, 4
(D) explain and give examples of marketing using sports and entertainment; and	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(E) explain and give examples of marketing of sports and entertainment.	Sports and Entertainment Marketing 1a	Unit 1: The Big Idea of Sports and Entertainment Marketing	Lesson 2
(16) The student understands the impact event marketing has on the sports and entertainment industry The student is expected to:			
(A) define event marketing;	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(B) explain and provide examples of how event marketing attracts all three components of the event triangle (event, sponsor, and spectator); and	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3

(C) develop an effective event marketing strategy for a sports and entertainment product.	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(17) The student has an understanding of sponsorship proposals and contracts. The student is expected to:			
(A) identify components and content for a sponsorship proposal;	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(B) define and explain sponsorship issues;	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(C) categorize costs associated with a sponsorship;	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(D) identify types of sponsorship sales and relationship development;	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(E) examine benefits of sponsorship opportunities; and	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(F) explain laws that may affect a sponsorship agreement.	Sports and Entertainment Marketing 1b	Unit 1: The Global Market	Lesson 3
(18) The student has an understanding of endorsement contracts. The student is expected to:			
(A) identify components of endorsement contracts;	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 3
(B) discuss issues related to celebrity behavior on endorsements; and	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 3
(C) research the rationale for a business to engage in endorsement contracts.	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 3
(19) The student understands the importance of branding. The student is expected to:			
(A) define branding;	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 1
(B) differentiate between types of brands;	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 3
(C) identify examples of brand equity and brand extension in sports and entertainment;	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 2
(D) explain the value in building a strong brand; and	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 2
(E) determine the characteristics of a successful brand.	Sports and Entertainment Marketing 1b	Unit 2: Brand Marketing	Lesson 2
(20) The student understands the importance of licensing. The student is expected to:			
(A) define licensing;	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 4

(B) distinguish between licensor and licensee;	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 4
(C) explain the advantages and disadvantages of licensing; and	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 4
(D) identify examples of licensing in sports and entertainment.	Sports and Entertainment Marketing 1b	Unit 7: The Fine Print: Legalities and Ethics	Lesson 4
(21) The student knows the effect the fan experience has on the success of a sports business. The student is expected to:			
(A) explain how promoting and implementing a positive fan experience impacts revenues;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 2
(B) describe situations that impact the fan experience;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 4
(C) describe the concept of the fan/spectator experience;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 4
(D) define the term game operations;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 1
(E) explain the role of game entertainment in the sports business;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 1
(F) define game attractiveness;	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 2
(G) identify game involvement activities that enhance fan experience; and	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 2
(H) create a game operations plan to increase game attractiveness.	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 2
(22) The student understands the importance of effectively communicating information with customers, media, and fans. The student is expected to:			
(A) explain why communications in sports and entertainment are important;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 1
(B) understand issues that impact the business of sports and entertainment;	Sports and Entertainment Marketing 1a	Unit 7: Entrepreneurship 101	Lesson 3
(C) define media;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 4
(D) understand the importance of media rights;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 4
(E) define publicity;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 1
(F) differentiate between publicity, public relations, media relations, and community relations;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 2
(G) create a press release;	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 3

(H) create a press kit; and	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 3
(I) simulate a press conference.	Sports and Entertainment Marketing 1a	Unit 3: The ABCs of Business Communication	Lesson 3
(23) The student understands the strategies of successful entertainment marketing. The student is expected to:			
(A) discuss the different kinds of entertainment distribution;	Sports and Entertainment Marketing 1b	Unit 5: Distributing Sports and Entertainment Products	Lesson 4
(B) identify strategies to market entertainment products; and	Sports and Entertainment Marketing 1a	Unit 2: Product and Service Central	Lesson 4
(C) explain the promotional value of entertainment awards.	Sports and Entertainment Marketing 1a	Unit 4: Principles of Promotion	Lesson 4

