

**Standards/Objectives and Performance Competencies for Sports Marketing**  
**Texts: Sports . . . More Than Just the Score and Sports and Entertainment Marketing**

**STANDARD #1**  
**(Marketing OF Sports)**

Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports.

**Chapter 1.1 and 1.2 S&EM , Chapter 1, class discussion**

Identify and understand the components of the marketing mix as it relates to sports marketing.

- o Define sports marketing, marketing, exchange, producer, consumer, etc.
- o Describe the "Four (4) Ps" of sports marketing.
- o Explain the marketing functions and activities related to each.
  - o Define & explain marketing functions (7).

Identify reasons a sports property would utilize marketing.

- o Describe activities to market a sports property.
  - o Define and/or simulate sports properties and marketing of sports.
- o Understand why teams utilize marketing.
- o Distinguish the different roles of people in sports.

Identify reasons a company would utilize sports marketing.

- o Describe activities to market non-sports products using sports.
- o Explain reasons for using sports as a medium for promotion.
  - o Define: "borrowed equity", promotion, and marketing through sports.

Compare components of the event triangle and summarize exchanges for each.

- o Identification of the components of the event triangle: event, sponsor, fan.
- o Describe the exchanges developed in the event triangle.
- o Explain the effects of media broadcasting on the event triangle.

**STANDARD #2**  
**(Marketing OF and THROUGH Sports)**

Students will assess the fan's role in sports marketing as a spectator & consumer.

Illustrate the role of the fan as a sports participant.

- o Recognize reasons why fans attend sporting events.
- o Discuss the interests and attraction of sports for fans.
- o Determine and discuss fan motivation and attraction to sports.
- o Explain and evaluate fan attendance factors
- o Compare and contrast audience, consumers, customers
  - o Identify different types of consumers.
- o Identify sports fans as valuable target markets.
  - o Define: athlete, agent, market segment, specific target segments, etc.

Distinguish between different types of sporting events.

- o Identify and define types of sporting events.
  - o Amateur, professional, other.
  - o Organized and un-organized sports.

Recognize various ways that fans can be part of a sport audience.

- o Explain stadium as place of distribution.

- o Define: attendance, gate, distribution, fan-fun event, etc.
- o Discuss media distribution of events. Identify ways for fans to be involved in events.
  - o Identify event purchases – ticketing and media purchases.
  - o Discuss consumer media purchases (ie. DIRECTV & Satellite, Pay-Per-View).

**STANDARD #3  
(Marketing THROUGH Sports)**

**Students will assess the role of corporate partners (sponsors) in sports marketing.**

Identify the role & components of sponsorships.

- o Describe reasons a company would be involved in an event or sports property.
  - o Define: business entity as a corporate partner; sponsorship as a process, etc.
- o Use goals of sponsorship to develop/assess effective sponsorships.
  - o Sales-- opportunities, merchandising, flow-through/pass through rights
  - o Image – development, matching w/ event, branding
  - o Target marketing – research & audience, traits
  - o Relationships – hospitality & its use in customer relationships
  - o Awareness – visibility, promotion
- o Identify & discuss the desire for event exclusivity – importance in sponsorship.
- o Investigate ambush marketing, its use, appeal, and ethical considerations.
- o Illustrate how sponsors leverage sponsorship to maximize investments.

Identify and understand why businesses would sponsor a sports property.

- o Determine sponsorship goals & objectives & their use in sponsorships.
- o Recognize major goals of sponsorship.
  - o Increase sales; 2) develop image; 3) reach target markets; 4) develop target market relationships; 5) create brand & corporate awareness.
- o Understand and discuss the concept of borrowed equity.

Discuss sponsorship evaluation methods and measurement.

- o Discuss SWOT concept & evaluation applications in sponsorship.
- o Identify measurement opportunities.

**STANDARD #4**

**Students will assess the importance of event marketing and entertainment in sports.**

Define and explain event components and sports properties.

- o Explain event marketing applications to all components of “event”.
  - o Define: stadium, venue, team, league, athlete, event, etc.

Identify and design components of an event.

- o Concessions
- o Merchandising opportunities
- o Seating
- o Staffing & training
- o Personal Seat Licenses, Luxury Boxes, & season tickets

Identify & incorporate Sportscape in event marketing considerations.

- o Define Sportscape – all elements of marketing that make a game more than a game.
- o Explore elements: aesthetics, music, color, smells, lighting, motion.
- o Explore elements: parking, comfort, sponsor marketing, signage.
- o Explore luxury box opportunities: for team & for sponsor.

Discuss and review means of evaluation for events.

- o Discuss SWOT concept & evaluation applications in event marketing.

- o Explore evaluations of:
  - o Sales – ticketing – season – packages
  - o Enjoyment – fan reaction & consumer evaluations
  - o Return on investment – repeat purchase or event participation questions
  - o Venue – capacity – perceived crowding

### **Standard #5**

**Students will discover the importance and elements used in developing a promotion mix to market sports businesses.**

Identify the roles and types of promotions.

- o Determine sports marketing purposes for promotions.
- o Recognize and discuss the role of promotion.
- o Identify components of the promotion mix: advertising, personal selling, sales promotion, and sponsorship.
- o Recognize and discuss media types, advantages, and limitations.
  - o Internet
  - o Newspapers
  - o Television
  - o Direct mail
  - o Radio
  - o Magazines
  - o Outdoor
  - o Other

Identify the components of a promotion mix for a sports marketing event or property.

- o Determine a corporate partner's promotion mix for a certain event/property.
- o Develop an event promotion mix for a certain event/property which includes public relations, sales promotions, advertising, and sponsorship.

Develop a promotion plan for an event or sports property.

- o Develop for a sports event the components of a promotion plan following DECA Guidelines for Advertising-Promotion Plan.
  - o Promotions and advertising should promote the event to fans.
  - o Personal selling efforts should be reflective of a sports property.
- o Itemized list of DECA Promotion plan components include:
  - o Target market, media selection, budget, advertising schedule and campaign.
  - o Ad layouts and commercials.
  - o Reference DECA website as a resource and for performance indicators: [www.deca.org](http://www.deca.org)

### **STANDARD #6**

**Students will discover the importance and elements used in developing a sponsorship proposal to attract non-sports businesses to sporting events.**

Identify the need for sponsorship planning (marketing through sports).

- o Investigate importance and use of marketing plans in sports.
- o Explore existing marketing plans and their application in industry.

Develop a sponsorship proposal for a sports event or property.

- o Identify and discuss target marketing efforts of sponsors to fans at events.
- o Identify and discuss the components of sponsorship proposals.
- o Develop a sponsorship proposal for a sports marketing event.
  - o Include the required components provided for the proposal:
    - Description of the event or property offered for sponsorship
    - List of sponsorship objectives that match sponsor needs

- List of sponsorship components (ie rights, benefits, or inventory)
- Pricing of sponsorship

### **STANDARD #7**

#### **Students will discover the processes used in developing a sports marketing plan for a team or event.**

Determine the components of a sports marketing plan.

- o Components should include promotion plan & sponsorship proposal completed in standard six.
- o Discuss and develop outline for conventional / typical marketing plans.
- o Explore existing marketing plans and their application in industry.

Explain the role of a promotion plan in a sports marketing plan.

- o Identify how a sponsor promotions and event promotion plans are integrated into a sports marketing plan.

Explain the role of a sponsorship proposal in a sports marketing plan.

- o Identify how a sponsorship proposal and sponsorship plans are integrated into a sports marketing plan.

Develop a sports marketing plan for a team or event.

- o Identify and explain the following required marketing plan components.
  - o Executive Summary
  - o Introduction
  - o Situation Analysis
  - o Target Market Identification
  - o Goals
  - o Strategies
  - o Implementation
  - o Evaluation
- o Marketing plans may include other optional components as determined by teacher:
  - o Scheduling, season summary, season preview, ticketing goals
  - o Sales strategies, season promotions @ games
  - o Game by game summary, price promotions/theme nights
- o Reference examples and evaluation methods from the Internet.

### **Performance Objectives**

- o Develop a promotion plan for a sports property or event.
- o Develop a sponsorship proposal for a sports property or event.
- o Develop a sports marketing plan for a sports property, team, or event.