

**MISSION VALLEY REGIONAL OCCUPATION PROGRAM
SPORTS AND ENTERTAINMENT COURSE OUTLINE**

1. Course Title:

Sports and Entertainment Marketing Development

2. CBEDS Title:

4133

3. CBEDS Number:

Other office/ computer course

4. Job Titles/O*NET/DOT Codes:

11.2011.00	Advertising and Promotions Manager
27.3031.00	Public Relations Specialist
39.3091.00	Amusement and Recreation Attendants
41.2011.00	Cashiers
41.2031.00	Retail SalesPerson

5. Course Description:

This course focuses on preparing students for the workplace by making a smooth transition from the classroom to a demanding work environment. Students learn about responsibilities to their school and employer while participating in a work-based learning program. Students will develop critical thinking skills and recognize which personal qualities will make them most capable person and most valuable to the employer. In addition, core principles of business will be covered: marketing/sales, management, finance, and entrepreneurship.

Students will have the opportunity to set career goals, learn to create presentations, understand the importance of professional dress, practice interviewing skills, and compile a personal portfolio to aid them in their job search.

6. Hours:

Class	180
CC	0
CVE	0
Total Hours	180

7. Prerequisites:

None

8. Date of revision:

November 2024

9. Course Outline:

Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.

I. Professional Development

Orientation

- A. Introduce the course and facilities.
- B. Discuss the syllabus and major objectives.
- C. Explain applicable classroom management procedures, the ROP Student Rules of Conduct, and any operational guidelines.
- D. Review instructor/student expectations.

- E. Explain enrollment and attendance requirements and procedures.
- F. Review grading and student evaluation procedures.
- G. Discuss the community classroom aspect of the program if applicable.
- H. Discuss the "next steps" related to additional education, training, and employment.
- I. Review classroom safety, emergency and disaster procedures.

Class Hours: 5

Communication Skills

- A. Demonstrate positive verbal communication skills using appropriate vocabulary, demeanor, and vocal tone in the classroom and/or worksite.
- B. Read and interpret written information and directions.
- C. Practice various forms of written communication appropriate to the occupation.
- D. Practice positive body language skills.
- E. Practice professional verbal skills for resolving a conflict.
- F. Demonstrate active listening skills including techniques for checking for understanding, and for obtaining clarification of directions.

Class Hours: 5

Interpersonal Skills

- A. Demonstrate positive teamwork skills by contributing to a group effort.
- B. Practice the importance of diversity awareness and sensitivity in the workplace.
- C. Define sexual harassment in the workplace and identify the employee's role and responsibility.
- D. Practice participation skills.
- E. Identify different personality types and strategies for working effectively with each type.
- F. Practice business and social etiquette skills appropriate to the occupation.
- G. Discuss the role of business and personal ethics in the decision-making process.
- H. Evaluate various job-related scenarios and justify decisions based on ethics.
- I. Demonstrate flexibility and adaptability in working with others.
- J. Demonstrate the use of time management skills.

Class Hours: 5

Employability Skills

- A. Demonstrate appropriate attendance and punctuality practices for the classroom and worksite if applicable.
- B. Prepare a resume, cover letter, and job application forms.
- C. Demonstrate interviewing techniques using appropriate tone and body language.
- D. Demonstrate appropriate dress and grooming standards in seeking employment and for the workplace.
- E. Identify strategies for employment retention.
- F. Analyze the impact of social networking on employability.
- G. Identify the need for continuing education, professional development, and professional growth in chosen field.
- H. Identify appropriate procedures for leaving a job.
- I. Identify sources of job information, including electronic sources.
- J. Review company policies and current trends in employee compatibility screening, drug screening, and background checks.

Class Hours: 10

Leadership

- A. Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.
- B. Work with peers to promote divergent and creative perspectives.
- C. Demonstrate how to organize and structure work, individually and in teams, for effective performance and the attainment of goals.
- D. Explain multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.
- E. Employ ethical behaviors and actions that positively influence others.
- F. Use a variety of means to positively impact the direction and actions of a team or organization.
- G. Analyze the short-term and long-term affects a leader's actions and attitudes can have on productivity, morale, and organizational culture.

Class Hours: 5

Personal and Occupational Safety

- A. Demonstrate procedures to be followed in the case of emergencies.
- B. Discuss ways to report a potential safety hazard to a supervisor.
- C. Identify and discuss cyber ethics, cyber safety, and cybersecurity.
- D. Apply personal safety practices to and from the job.
- E. Describe the procedure for reporting a work-related hazard or injury.
- F. Recognize the effects of substance abuse in the workplace.

Class Hours: 5

II.Ethics & Management

Legal Issues

- A. Explain the role of various federal, state, and local agencies in sports and entertainment marketing.
- B. Define the terms copyright, trademark, and patent.
- C. Explain the need for contracts.
- D. Explain the role of labor unions in the sports and entertainment industries.
- E. Identify the different categories of trademarks.
- F. Identify the roles of agents, managers, promoters, and legal representation in the sports and entertainment industries.

Class Hours: 10

Ethics in Marketing

- A. Define ethics and analyze the impact of ethical vs. unethical behavior in sports and entertainment marketing.
- B. Discuss current ethical issues in the use of technology in sports and entertainment marketing.
- C. Identify ethical issues in marketing to vulnerable groups (i.e., youth, elderly).
- D. Identify how diversity affects sports and entertainment markets.
- E. Explain the impact of sports/entertainment figures behavior on and off the playing field/screen.

Class Hours: 10

III.Sports Marketing

The World of Marketing

- A. Explain the marketing concept.
- B. Define demographics.
- C. Identify intellectual property rights.
- D. Analyze global and local economic impact of marketing sports and entertainment.
- E. Define marketing and event marketing.
- F. Explain the marketing mix.
- G. Describe marketing for the travel and tourism consumer.
- H. Explain economics and free enterprise.
- I. Explain the different types of business ownership in the sports and entertainment industries including profit and nonprofit organizations.
- J. Identify each element found in a marketing plan.
- K. Explain the purpose and function of a marketing plan.

Class Hours: 10

Sports and Entertainment: Connections and Contrasts

- A. Assess the current impact of sports and entertainment on today's markets.
- B. Identify differences between marketing sports and entertainment products.
- C. Explain the differences between sports marketing plans and entertainment marketing plans.
- D. Explain how sports and entertainment marketers use promotional techniques to sell their products.
- E. Explain risks and risk management of sports and entertainment events.
- F. Summarize the history of the sports and entertainment industries and their impact on the economy.

Class Hours: 10

The Sports Market

- A. Define sports marketing.
- B. Differentiate between amateur and professional sports and identify appropriate strategies to market to each fan base.
- C. Identify the different categories of sports.
- D. Explain the impact of Title IX on amateur women's sports.
- E. Discuss the significance of international sports.
- F. Explain the significance of women's sports.

Class Hours: 20

The Entertainment Market

- A. Define entertainment marketing.
- B. Explain the economics of entertainment marketing.
- C. Identify different types of entertainment media.
- D. Identify forms of entertainment marketed to consumers.
- E. Explain the importance of programming and scheduling.
- F. Discuss the global impact of entertainment marketing.

Class Hours: 15

Sports and Entertainment Products

- A. Explain the differences between goods and services.
- B. Differentiate between the product line and product mix.
- C. Explain the role marketing plays in product development.
- D. Summarize the difference between primary and secondary markets.
- E. Identify criteria for selecting outlets and venues.

- F. Define the sports consumer.
- G. Explain market segmentation.
- H. Identify types of entertainment products.

Class Hours: 15

IV.Sports Finance, Sales, & Entrepreneurship

Product and Price Decisions

- A. Define price and the role it plays in determining profit.
- B. Describe the factors that affect pricing decisions.
- C. Identify criteria and statistics used to determine the appropriate pricing strategies for products and services in a specific venue.
- D. Identify and discuss the impact of ticket, concession, retail, and parking sales on a venue's profits.
- E. Differentiate between a product item and product line.
- F. Classify products as consumer goods or business goods.
- G. Identify the stages in a product's life cycle.
- H. Define gross profit and net profit.
- I. Identify different pricing goals.

Class Hours: 15

Market Research and Outlets

- A. Define market research.
- B. Explain how businesses use market research to make product decisions.
- C. Identify the steps used in the market research process.
- D. Explain how technology has changed marketing and customers' buying decisions.
- E. Explain how demographics are used to identify a target market.
- F. Explain how businesses make decisions as part of the marketing mix.
- G. Discuss direct and indirect channels of distribution.
- H. Explain the difference between qualitative and quantitative research.
- I. Explain the use of primary and secondary data.

Class Hours: 15

Branding and Licensing

- A. Explain the concept of branding and brand equity.
- B. Discuss the importance of product licensing and how licensed goods are merchandised.
- C. Explain the importance of sponsorships and endorsements.
- D. Discuss how companies choose sports endorsers for their products.
- E. Identify strategies used to protect branding and licensing agreements.
- F. Explain brand identity, brand marks, and trademarks.
- G. Identify brand strategies used by entertainment companies.
- H. Explain aspects of royalties, royalty associations and the penalties for violations (e.g., ASCAP, BMI, SESAC, etc.).
- I. Discuss the types of brands.
- J. Describe how to develop an effective brand name.
- K. Explain how celebrities are brands.
- L. Define the term "image."

Class Hours: 15

Promotion

- A. Explain promotion and the promotional mix in sports and entertainment marketing.
- B. Identify the roles of advertizing and sales promotion in sports and entertainment marketing.
- C. Discuss the importance of public relations and personal selling, including the use of social media.
- D. Describe the use of technology in promotion.
- E. Compare media and non-media advertisements.
- F. Describe how other promotional methods are used in sports and entertainment marketing.
- G. Explain the importance of reaching diverse markets.
- H. Explain the significance of impulse spending.

Class Hours: 10

TOTAL: 180

10. Additional Items:

a. Articulation:
In process

b. Academic Credit:

none

c. Instructional Strategies:

- Lecture
- Comparative Analysis
- Hands-on Practice/ Demonstration
- Small & Large Group Activities (role-playing, discussion, teamwork, brainstorming)
- Community/ Business Observations
- Use of Business Partners (guest speakers, interviews)

d. Instructional Materials:

- Multi-Media (Handouts, Internet access)
- Simulations
- Reading Assignments
- Oral & Written Reports
- Projects
- Online Articles/ Tutorials

e. Certificate Competency List:

Career Preparation Standards

- Apply occupational safety practices
- Describe business operations and systems
- Application of technology skills

Career Technical Skills

- | | |
|---|--|
| • Identify short and long term goals | • Know the importance of professional dress for interviewing |
| • Use effective job search resources | • Complete a job application |
| • Create a career plan | • Create a resume |
| • Ability to collect and organize materials to create a powerful presentation | • Collect letters of recommendation |
| • Use appropriate gestures and voice tone to enhance a presentation | • Collect character references |
| • Use dynamic verbal and communication skills | • Write a thank you and follow-up letter |
| • Understand the importance of rehearsing | • Describe acceptable interview behavior |
| • Summarize main points | • Complete a mock interview |
| • Capable of fielding audience questions | • Transfer career information to portfolio |
| | • Create a hardcopy and/or digital portfolio |