

Trenton Catholic Academy

Sport Management & Marketing:

Teacher Contact Information:

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Business Education Teacher

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Course Objective and/or Description:

This course is designed to develop a thorough understanding of the sport management and marketing concepts and theories that apply to sports and events. This course is based on the business and marketing core that includes principles and practices of sport management, communication skills, distribution, marketing-information management, pricing, product/service management, promotion, selling, operations, strategic management, human resource management, and the economic impact and considerations involved in the sport management and marketing industries. Leadership development will also be provided through activities and competitive events.

Units of Study:

Teamwork, Sport Management Careers, Introduction to Management and Marketing, Sports and Entertainment Marketing, Sports Marketing, Marketing Careers, Business Management, Product, Distribution, Branding, Promotion, Sponsorship, Endorsements, Licensing, Pricing, Ticket Sales, Legal Issues and Risks, and Entertainment Marketing. Planned projects including a Virtual Business – Sports simulation and Fantasy Team.

“Additional projects may be added throughout the year at the discretion of the teacher.”

Course Goals:

Students will:

A: SPORT MANAGEMENT AND MARKETING FOUNDATIONS

1.00 Explain the components of the sport management and entertainment marketing.

- Describe the value of efficient management and marketing techniques.
- Discuss the impact of sports and entertainment marketing on the economy.
- Discuss the fundamentals of sports and entertainment marketing.
- Identify significant people and events in the history of the sport management and entertainment marketing industry.
- Identify pioneer in the sport management and marketing industry.
- Examine the evolution of sport management and entertainment marketing.

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Business Education Teacher

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2.00 Explain business foundations relevant to the sports and entertainment industry.

- 2.01 Explain the concept of marketing.
- A. Explain marketing and the marketing concept.
 - B. Describe the seven marketing functions.
 - C. Identify the four Ps of marketing.

- 2.02 Discuss the concept of market identification.
- A. Explain target marketing.
 - B. Explain the ways to segment a market.

3.00 Explain economic foundations relevant to the sport management and entertainment marketing industry.

- 3.01 Explain the concept of economics.
- A. Explain economics and identify basic economic resources.
 - B. Describe the five economic utilities.
 - C. Discuss the three basic economic questions and the role of the government of each system.
 - D. Explain supply and demand.
 - E. Identify the phases of a business cycle and the impact of each on the sports and entertainment industry.

- 3.02 Explain the concept of competition.
- A. Explain the role of competition.
 - B. Identify the differences between direct and indirect competition, price and non-price competition, and monopolies.
 - C. Discuss profit and loss as they relate to the sports and entertainment marketing industry.
 - D. Identify sources of revenue and expenditures of sports and entertainment marketing.

- 3.03 Discuss the free enterprise system.
- A. Identify the basic principles of a free enterprise system.
 - B. Identify the advantages and disadvantages of entrepreneurship.
 - C. Discuss the forms of business ownership.

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B. SELLING AND PROMOTIONS

4.00 Develop customer service skills needed in the sports and entertainment industry.

4.01 Explain the importance and types of selling.

- A. Explain selling.
- B. Recognize the importance of selling.
- C. Explain feature-benefit selling.
- D. Discuss customer buying motives and decision making.
- E. Identify the activities taking place during the reproach.

4.02 Recognize the steps of the selling process.

- A. Explain the approach.
- B. Determine the needs of customers.
- C. Explain product presentation and demonstration.
- D. Overcome objections.
- E. Explain closing the sale.
- F. Explain suggestion selling.
- G. Explain relationship marketing.

4.03 Solve related mathematical problems.

- A. Understand the cash drawer.
- B. Complete a sales transaction.
- C. Identify types of retail sales.
- D. Explain cost of merchandise sold.
- E. Explain the difference between profit and markup.
- F. Explain and calculate gross and net profit.
- G. Explain basic markup calculations.
- H. Explain reductions in selling price.

5.00 Explain the function of promotion in sports and entertainment marketing.

5.01 Identify the role of promotion.

- A. Define promotion and purposes for promotion.
- B. Differentiate between institutional and product promotion.

5.02 Explain the promotional mix and the different forms of promotion.

- A. Identify elements of the promotional mix.
- B. Identify the types of media used in advertising.
- C. Identify forms of sales promotions.
- D. Outline the steps of promotional planning.

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5.03 Discuss the use and importance of sponsorships and endorsements.

- A. Define sponsorship and sponsor.
- B. Discuss reasons for sponsorships.
- C. Discuss types of sponsorships.

5.04 Describe the use of technology in promotion.

- A. Define World Wide Web and e-Commerce.
- B. Identify the key components of a web site.
- C. Describe the types of e-Commerce web sites.
- D. Identify the advantages and disadvantages of e-Commerce.
- E. Recognize advertisements on the World Wide Web.
- F. Discuss the use of e-mail as a form of promotion.

C. BRANDING AND MERCHANDISING

6.00 Identify the components of branding and licensing within the sports and entertainment industry.

6.01 Explain the concept of branding.

- A. Identify the forms of branding.
- B. Explain the components of a brand name.
- C. Discuss the forms of trademarks.
- D. Discuss the elements that make a brand successful.

6.02 Discuss product licensing.

- A. Recognize the importance of licensing.
- B. Classify character and corporate licensing.
- C. Consider the advantages of licensing.
- D. Consider the disadvantages of licensing.
- E. Discuss the impact of licensing on consumers.
- F. Discuss the concept of bootlegging.

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7.00 Discuss food & beverage services and on-site merchandising at a sports and entertainment marketing event.

7.01 Discuss food & beverage services.

- A. Define the segments of the food & beverage service industry.
- B. Explain the history of food & beverage services.
- C. Discuss contracting and self-operating food & beverage services.
- D. Identify costs of operating food & beverage services.
- E. Identify factors affecting revenues from food & beverage services sales.

7.02 Explain on-site merchandising.

- A. Identify the purpose and components of an on-site merchandising plan.
- B. Identify appropriate vending locations.
- C. Discuss the physical layout of a vending location.
- D. Recognize critical issues of selling on-site merchandise.

D. RISK MANAGEMENT AND HUMAN RELATIONS

8.00 Discuss risk management from a sports and entertainment marketing perspective.

8.01 Summarize the concept of risk management.

- A. Explain the types of risk.
- B. Discuss the concept of risk management.

8.02 Discuss considerations for safety and security.

- A. Define safety and security.
- B. Discuss the types of indoor/outdoor security.

8.03 Discuss the types of insurance necessary for the sports and entertainment industry.

- A. Explain liability insurances.
- B. Outline miscellaneous insurances.

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9.00 Explore career-sustaining opportunities in sports and entertainment marketing.

9.01 Summarize factors of interpersonal relationships.

- A. Explain the concept of human relations and its importance to sports and entertainment marketing.
- B. Discuss personal traits necessary to enhance interpersonal relations.
- C. Describe factors that facilitate successful teamwork.

9.02 Demonstrate the skills needed for obtaining employment.

- A. Identify sources of job leads.
- B. Prepare a resume for a sports or entertainment marketing career.
- C. Utilize proper interviewing techniques.

9.03 Explain ethical responsibility in the sports and entertainment industry.

- A. Define ethics.
- B. Identify ethical responsibilities to customers.
- C. Identify ethical responsibility of employees.
- D. Discuss character traits.
- E. Explain importance of ethics.

Objectives and Standards:

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 21st Career Awareness, Exploration & Preparation

- A. Career Awareness
- B. Career Exploration
- C. Career Preparation
- 9.4.D Business, Management & Administration Career Cluster
 - 9.4.D(1) Administrative Services
 - 9.4.D(2) Business Information Technology
 - 9.4.D(3) General Management
 - 9.4.D(4) Business Financial Management & Accounting

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- 9.4.D(5) Human Resources
- 9.4.D(6) Operations Management

- 9.4.N Marketing Career Cluster
 - 9.4.N(1) Marketing Communications
 - 9.4.N(2) Marketing Management
 - 9.4.N(3) Marketing Research
 - 9.4.N(4) Management & Entrepreneurship
 - 9.4.N(5) Merchandising
 - 9.4.N(6) Professional Sales & Marketing

Required Materials:

- Notebook / Flash drive recommended
- Pen/pencil
- Handout and additional materials when given specific instruction by teacher
- Textbook: Principles and Practice of Sport Management and Marketing Essentials

Assessments:

Grading:

- Tests and Quizzes: 40%
- Class Participation: 5%
- Classwork/Homework: 25%
- Projects: 30%

Tests and Quizzes: Test and quizzes will be given throughout the class and will be a good way to make sure that you are staying on top of vocabulary, course content, and new skills. Periodically, you will be given notebook quizzes.

Participation: Class participation is a must. All of you will be helping each other learn and grow through the participation that each of you offer. Class participation also includes coming to class on time and prepared every day.

Classwork/Homework: Classwork will occur almost daily. Class work includes following along with me as we learn new skills and keeping a neat notebook. Homework will be given as well.

Projects: Projects are worth 30% of your grade. All of the projects will be fun and allow you to explore your creative side! Projects will be graded using rubrics. Rubrics are always posted and distributed prior to submission of completed activities and projects. Be prepared to share projects with your classmates.

Resources:

- Epson Projector
- Text Books
- Worldwide Web
- ESPN / Sports Illustrated
- Internet websites and references
- Microsoft Office 2007