

Curriculum Crosswalk

Sports and Entertainment Marketing I 2003

**Course to:
2008 National Marketing Education Standards
Marketing Career Cluster
LAP Instructional Support Materials**

Produced by:

MBA *Research*

and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	MBA Research LAPs	2008 National Marketing Standards Performance Indicators Marketing Career Cluster Performance Indicators
A	SPORTS AND ENTERTAINMENT MARKETING FOUNDATIONS		
SE101.00	Explain the components of the sports and entertainment marketing course.		
SE101.01	Describe the value of DECA. (Supplemental)		
SE101.02	Discuss the impact of sports and entertainment marketing on the economy.	EC LAP 10: Goods and Services (update 2009) PM LAP 15: More Than A Ticket (Elements of Sport/Event Product BA LAP 8: The Wide, Wide, World of Sports Marketing	Distinguish between economic goods and services (CS) Explain elements of the sport/event product (CS) (DECA) Explain the nature of sport/event marketing (CS) (DECA)
SE101.03	Identify significant people and events in the history of the sports and entertainment marketing industry.		
SE102.00	Explain business foundations relevant to the sports and entertainment industry.		
SE102.01	Explain the concept of marketing.	BA LAP 11: Have It Your Way! (Marketing) IM LAP 7: Pick the Mix (Marketing Strategies)	Explain marketing and its importance in a global economy (CS) Explain the concept of marketing strategies (CS)
SE102.02	Discuss the concept of market identification.	IM LAP 9: Have We Met? (Market Identification)	Explain the concept of market and market identification (CS) Describe the nature of target marketing in sports and entertainment marketing (SP)

SE103.00	Explain economic foundations relevant to the sports and entertainment marketing industry.		
SE103.01	Explain the concept of economics.	EC LAP 5: Economics (update 2009) EC LAP 14: Economic Resources (update 2009) EC LAP 13: Use It (Utility) EC LAP 17: Economic Systems (update 2009) EC LAP 11: It's the Law (Supply and Demand) EC LAP 9: Business Cycles (update 2009)	Describe the concepts of economics and economic activities (CS) Explain the concept of economic resources (CS) Determine economic utilities created by business activities (CS) Explain the types of economic systems (CS) Explain the principles of supply and demand (CS) Determine the impact of business cycles on business activities (SP)
SE103.02	Explain the concept of competition.	EC LAP 8: Ready, Set, Compete! (Competition) EC LAP 2: Risk Rewarded (Profit)	Explain the concept of competition (CS) Identify factors affecting a business's profit (CS)
SE103.03	Discuss the free enterprise system.	EC LAP 15: People Power (The Private Enterprise System) BA LAP 7: Own It Your Way (Types of Business Ownership)	Explain the concept of private enterprise (CS) Explain types of business ownership (CS)
B	SELLING AND PROMOTIONS		
SE104.00	Develop customer service skills needed in the sports and entertainment industry.		
SE104.01	Explain the importance and types of selling.	SE LAP 117: Sell Away (Nature and Scope of Selling) SE LAP 113: (Find Features/Boost Benefits (Feature-Benefit Selling) SE LAP 109: What's the Motive (Buying Motives) SE LAP 109: Decisions, Decisions, Decisions (Helping Customers Make Buying Decisions)	Explain the nature and scope of the selling function (CS) Analyze product information to identify product features and benefits (SP) Qualify customer's buying motives for use in selling (SP) Facilitate customer/client buying decisions (SP) Conduct pre-visit research (SP) Qualify customers/clients (SP) Prospect for customers (SP) Determine sales strategies (SP) Book appoints with prospective clients (SP) Prepare sales presentation (SP) Create a presentation software package to support sales presentation (SP)

SE104.02	Recognize the steps of the selling process.	SE LAP 126: The Selling Process (update 2009)	<p>Explain the selling process (CS)</p> <p>Establish relationship with client/customer (CS)</p> <p>Determine customer/client needs (CS)</p> <p>Demonstrate product (SP)</p> <p>Convert customer/client objections into selling points (SP)</p> <p>Close the sale (SP)</p> <p>Demonstrate suggestion selling (SP)</p>
SE104.03	Solve related mathematical problems.		<p>Prepare cash drawer/banks (CS)</p> <p>Operate register/terminal (CS)</p> <p>Open/Close register/terminal (CS)</p> <p>Process telephone orders (CS)</p> <p>Calculate miscellaneous charges (CS)</p> <p>Process sales transactions (CS)</p> <p>Determine cost of product (breakeven, ROI, markup) (MN)</p> <p>Adjust prices to maximize profitability (MN)</p>
SE105.00	Explain the function of promotion in sports and entertainment marketing.		
SE105.01	Identify the role of promotion.	<p>PR LAP 2: Promotion (update 2009)</p> <p>PR LAP 4: Know Your Options (Types of Promotion)</p>	<p>Explain the role of promotion as a marketing function (CS)</p> <p>Explain the types of promotion (CS)</p>
SE105.02	Explain the promotional mix and the different forms of promotion.	<p>PR LAP 1: Promotional Mix (update 2009)</p> <p>PR LAP 3: Ad-quipping Your Business (Types of Advertising Media)</p> <p>PR LAP 18: What's the Big Idea? (Out-of-the Box Sales Promotions)</p> <p>PR: LAP 19: Play to the Fans (Building Fan Support)</p>	<p>Identify the elements of the promotional mix (SP)</p> <p>Explain types of advertising media (SP)</p> <p>Identify "out-of-the-box" sales promotion ideas for sports/events (SP) (DECA)</p> <p>Select strategies for maintaining/building fan support (SP) (DECA)</p> <p>Identify communications channels used in sales promotion (SP)</p> <p>Explain the nature of a promotional plan (SP)</p>
SE105.03	Discuss the use and importance of sponsorships and endorsements.	<p>PR LAP 17: Scoring Customers Through Sponsorships</p> <p>PM LAP 13: Play the Name Game (Celebrity Endorsements)</p>	<p>Explain the nature of sponsorship in sport/event industries (SP)</p> <p>Explain the role of endorsements in sport/event marketing (SP) (DECA)</p>
SE105.04	Describe the use of technology in promotion.		<p>Describe the use of technology in the promotion function (SP)</p> <p>Explain the nature of online advertisement (SP)</p> <p>Explain the nature of e-mail marketing strategies (SP)</p> <p>Discuss types of direct marketing strategies (SP)</p>

C	BRANDING AND MERCHANDISING		
SE106.00	Identify the components of branding and licensing within the sports and entertainment industry.		
SE106.01	Explain the concept of branding.	PM LAP 6: It's a Brand, Brand, Brand World! (update fall, 2008)	Explain the nature of product/service branding (SP)
SE106.02	Discuss product licensing.	PM: LAP 12: Sign Here: Licensing for Profit	Explain the use of licensing in sport/event marketing (SP) (DECA)
SE107.00	Discuss food & beverage services and on-site merchandising at a sports and entertainment marketing event.		
SE107.01	Discuss food & beverage services.		
SE107.02	Explain on-site merchandising.		
D	RISK MANAGEMENT AND HUMAN RELATIONS		
SE108.00	Discuss risk management from a sports and entertainment marketing perspective.		
SE108.01	Summarize the concept of risk management.	EC LAP 3: Lose, Win, or Draw (Business Risk)	Determine factors affecting business risk (CS) Explain the nature of risk management (MN)
SE108.02	Discuss considerations for safety and security.		Follow safety precautions (PQ) Explain procedures for handling accidents (CS) Handle and report emergency situations (CS) Explain routine security precautions (CS) Follow established security procedures/policies (CS)
SE108.03	Discuss the types of insurance necessary for the sports and entertainment industry.		Describe the concept of insurance (CS) Explain the need for insurance for sports and entertainment events (SP) (DECA)

SE109.00	Explore career-sustaining opportunities in sports and entertainment marketing.		
SE109.01	Summarize factors of interpersonal relationships.	EI LAP 2: Hustle! (Taking Initiative) EI LAP 3: Opt for Optimism (Positive Attitude) EI LAP 5: Can You Relate? (Positive Working Relationships) EI LAP 9: You've Got Personality (Personal Traits) EI LAP 12: Have a Heart (Showing Empathy for Others) OP LAP 1: About Time (Time Management) PD LAP 7: Make the Honor Role (Acting Responsibly) QS LAP 6: Lean on Me (Teamwork Skills)	Demonstrate initiative (PQ) Exhibit a positive attitude (PQ) Foster positive working relationships (CS) Identify desirable personality traits important to business (PQ) Show empathy for others (PQ) Use time-management skills (SP) Demonstrate responsible behavior (PQ) Demonstrate teamwork skills (CS)
SE109.02	Demonstrate the skills needed for obtaining employment.	PD LAP 6: Score a Career in Sports and Events	Explain career opportunities in sport/event marketing (CS) (DECA) Utilize job-search strategies (PQ) Prepare a résumé (CS) Interview for a job (PQ)
SE109.03	Explain ethical responsibility in the sports and entertainment industry.	EI LAP 4: Work Right (Ethical Work Habits)	Demonstrate ethical work habits (PQ)