

Curriculum Crosswalk

Sports and Entertainment Marketing II 2004

**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	MARKETING, ETHICS, AND LEGAL IMPLICATIONS		
SE201.00	Analyze the impact the sports and entertainment marketing industry has on the economy.		
SE201.01	Describe the value of DECA. (Supplemental)		
SE201.02	Illustrate the impact of sports and entertainment marketing on the economy.		
SE201.03	Illustrate the use of the marketing mix in sports and entertainment marketing.		Explain the concept of marketing strategies (CS)
SE202.00	Discuss ethical and legal implications of sports and entertainment marketing.		
SE202.01	Apply ethical principles to the industry.	EI: LAP 4: Work Right (Ethical Work Habits)	Demonstrate ethical work habits (PQ) Explain the nature of business ethics (SP) Explain the need for professional and ethical standards in marketing (SP) Explain the responsibility of individuals to apply ethical standards in marketing (SP) Utilize an established professional code of ethics (MN)
SE202.02	Interpret legal issues pertaining to sports and entertainment management.	PM LAP 14: Permission Granted—Objective A (Developing a Licensing Program) BA LAP 10: Cover Your Bases (Legal Issues in Sport/Event Marketing)	Develop a licensing program (MN)—for DECA Explain legal issues affecting the marketing of sport/event products (SP)—for DECA Describe methods used to protect intellectual property (SP) Explain the nature of workplace regulations (including OSHA, ADA) (SU)

SE202.03	Discuss personnel issues.	MK LAP 2: Act Now! (Employee Actions' Impact on Company Results)	Discuss actions employees can take to achieve the company's desired results (SP) Describe the impact of unions on the sports and entertainment industry (SP)—for DECA Explain the role of agents in sports and entertainment (SP)—for DECA Explain the organizational design of businesses (SP) Identify emerging trends (SP) Identify sports and entertainment marketing trends (SP)—for DECA Implement labor/management cooperative strategies (MN) Implement dispute resolution policies and procedures (MN)
B	FINANCE AND EVENT/FACILITIES MANAGEMENT		
SE203.00	Examine the financial aspects of sports and entertainment marketing.		
SE203.01	Identify revenues in sports and entertainment marketing.	FI LAP 3: Money Tracks (Nature of Budgets)	Explain the nature of budgets (SP) Determine merchandising opportunities for a sport/event (PM:086) (SP)—for DECA
SE203.02	Identify expenses in sports and entertainment marketing.	FI LAP 3: Money Tracks (Nature of Budgets)	Explain the nature of budgets (SP)
SE203.03	Design a budget.		Develop company's/department's budget (MN)
SE204.00	Synthesize the relationship between event and facilities management.		
SE204.01	Discuss aspects of facilities management.		
SE204.02	Discuss aspects of event management.	PD LAP 6: Score a Career in Sports and Events	Explain career opportunities in sport/event marketing (CS)—for DECA Negotiate sport/event sponsorship contract (SP)—for DECA Select admission and seating plans (MN)—for DECA Conduct product/brand audit (MN)
SE204.03	Coordinate an event.		Develop strategy for creating a special event (PR:218) (MN)

C	CONSUMER BEHAVIOR AND SPONSORSHIPS		
SE205.00	Analyze consumer behavior in sports and entertainment marketing.		
SE205.01	Analyze factors that influence the consumer's decision-making process.		Analyze consumer behavior (e.g., media-consumption, buying, etc.) (SP)
SE205.02	Explain product positioning.		Describe factors used by marketers to position products/services (SP) Identify the impact of product life cycles on marketing decisions (SP)
SE205.03	Coordinate promotional efforts.	PR LAP 1: Promotional Mix (update 2009) PR LAP 5: Selecting Advertising Media	Identify the elements of the promotional mix (SP) Select advertising media (MN) Coordinate activities in the promotional mix (SP) Prepare promotional budget (MN) Describe sports and entertainment marketing's use of electronic media (SP)—for DECA
SE205.04	Explore the consumer research process.	IM LAP 5: Nature of Marketing Research (update 2009)	Explain the nature of marketing research (SP) Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (SP) Discuss the nature of sampling plans (i.e., who, how many, how chosen) (SP) Prepare written reports for decision-making (SP) Explain characteristics of effective data-collection instruments (SP) Create simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout) (MN)

SE206.00	Examine sponsorships pertaining to the sports and entertainment industry.		
SE206.01	Explain the concept of sponsorships.	PR LAP 17: Scoring Customers Through Sponsorships	Explain the nature of sponsorship in the sport/event industries (SP)—for DECA
SE206.02	Describe how to secure sponsorships.	SE LAP 127: Make the Match (Selling Sponsorships) SE LAP 113: Find Features/Boost Benefits (Feature-Benefit Selling)	Sell sport/event sponsorships (SP)—for DECA Analyze product information to identify product features and benefits (SP) Establish relationship with client/customer (CS) Determine customer/client needs (CS) Convert customer/client objections into selling points (SP) Close the sale (SP) Demonstrate suggestion selling (SP) Plan follow-up strategies for use in selling (SP) Prepare sponsorship agreement (MN)—for DECA Qualify customers/clients (SP) Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings) (SP) Determine sales strategies (SP) Book appointments with prospective clients (SP) Prepare sales presentation (SP)
SE206.03	Evaluate the effectiveness of sponsorships.		Assess sponsorship results (MN)—for DECA Identify ambush strategies to use at other events (SP)
SE206.04	Construct a sponsorship proposal.		Write/Prepare sponsorship proposal (MN)—for DECA