

Sports and Entertainment Marketing

Channel Management **CM**

Acquire foundational knowledge of channel management to understand its role in marketing.

- 1 Explain the nature and scope of channel management **CM:001**
- 2 Explain the nature of channels of distribution **CM:003**

Marketing-Information Management **IM**

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

- 1 Identify data monitored for marketing decision making **IM:184**
- 2 Explain the nature and scope of the marketing-information management function **IM:001**
- 3 Explain the need for sport/entertainment/event marketing data **IM:245**

Understand marketing-research activities to show command of their nature and scope.

- 4 Explain the nature of marketing research **IM:010**

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

- 5 Explain sources of secondary sport/entertainment/event data **IM:246**
- 6 Explain sources of primary sport/entertainment/event marketing data **IM:249**

Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.

- 7 Search the Internet for sport/entertainment/event marketing information **IM:247**

Marketing **MK**

Understand marketing's role and function in business to facilitate economic exchanges with customers.

- 1 Explain marketing and its importance in a global economy **MK:001**
- 2 Explain marketing and its importance in a global economy **MK:002**
- 3 Explain the nature of entertainment/event marketing **MK:024**

Understand sport/entertainment/event marketing's role and function in business to facilitate economic exchanges with customers.

- 1 Explain the nature of sports marketing **MK:012**
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Market Planning **MP**

Develop marketing strategies to guide marketing tactics.

- 1 Explain the concept of marketing strategies **MP:001**
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Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

- 1 Explain the concept of market and market identification **MP:003**
 - 2 Describe the nature of target marketing in sport/entertainment/event marketing **MP:037**
 - 3 Identify ways to segment sport/entertainment/event markets **MP:038**
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Professional Development **PD**

Acquire information about the sport/entertainment/event industry to aid in making career choices.

- 1 Discuss the nature of the sport/entertainment/event industries **PD:115**
 - 2 Describe the impact of sports/entertainment/events on communities **PD:107**
 - 3 Explain career opportunities in sports/entertainment/event marketing **PD:051**
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Pricing **PI**

Develop a foundational knowledge of pricing to understand its role.

- 1 Explain the nature and scope of the pricing function **PI:001**
 - 2 Identify factors affecting pricing of sport/entertainment/event products (e.g., lead time, market demand, market segmentation, smoothing, responding to competitors) **PI:047**
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PM. Product/Service Management **PM**

Acquire a foundational knowledge of product/service management to understand its nature and scope.

- 1 Explain the nature and scope of the product/service management function **PM:001**
 - 2 Identify the impact of product life cycles on marketing decisions **PM:024**
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Employ product-mix strategies to meet customer expectations.

- 1 Explain elements of the sport/entertainment/event product **PM:079**

Position products/services to acquire desired business image.

- 1 Explain the nature of sport/entertainment/event brand/branding [PM:141](#)
 - 2 Explain the use of licensing in sport/entertainment/event marketing [PM:139](#)
 - 3 Explain the role of endorsements in sport/entertainment/event marketing [PM:140](#)
 - 4 Explain the use of naming rights in sport/entertainment/event marketing [PM:142](#)
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Promotion [PR](#)

Acquire a foundational knowledge of promotion to understand its nature and scope.

- 1 Explain the role of promotion as a marketing function [PR:001](#)
 - 2 Explain the types of promotion (i.e., institutional, product) [PR:002](#)
 - 3 Identify the elements of the promotional mix [PR:003](#)
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Understand promotional channels used to communicate with targeted audiences.

- 4 Explain advertising media used in the sport/entertainment/event industries [PR:177](#)
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Understand the use of direct marketing to attract attention and to build brand.

- 5 Describe sport/entertainment/event industries' utilization of digital media [PR:240](#)
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Selling (SE)

Acquire a foundational knowledge of selling to understand its nature and scope.

- 1 Explain the nature and scope of the selling function [SE:017](#)
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Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

- 2 Determine sport/entertainment/event features and benefits [SE:188](#)
- 3 Describe factors that motivate people to participate in/attend sports/entertainment/events [SE:209](#)