

Sports and Entertainment Marketing

Exam Information	Description
Exam number 417 Items 42 National Career Cluster Marketing & Sales Hospitality, Events, & Tourism Certification available Yes	The Sports and Entertainment Marketing industry certification exam assesses learners on their understanding of marketing concepts as they apply to the sports and entertainment industry. The exam covers core marketing standards, market segmentation, target marketing, the event marketing triangle (events, fans, and sponsors), sports and entertainment promotion, and marketing plans.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Basic Sports Marketing	10%
2. Event Triangle Components	6%
3. Event Triangle—Event	13%
4. Event Triangle—Sponsor	17%
5. Event Triangle—Fan	15%
6. Entertainment Marketing	6%
7. Marketing Promotion Campaign*	19%
8. Marketing Plan*	8%
9. Career Opportunities	6%

*Includes performance skill evaluation

Standard 1 - Basic Sports Marketing (10% of exam score)

Candidates will gain an understanding of basic marketing concepts and terminology as they pertain to the sports and entertainment industry.

Objective 1 Identify and understand the basic concepts and the core standards of marketing.

1. Define the following basic marketing terms and give an example of each:
 - a. Marketing
 - b. Market
 - c. Producer
 - d. Consumer
 - e. Exchange
 - f. Marketing concept
 - g. Marketing mix (product, price, place, promotion). Discussion of the 5th element “people” is optional.

Objective 2 Identify the reasons a sports/entertainment property would have need to incorporate marketing into their business plan and some common marketing activities that would be utilized.

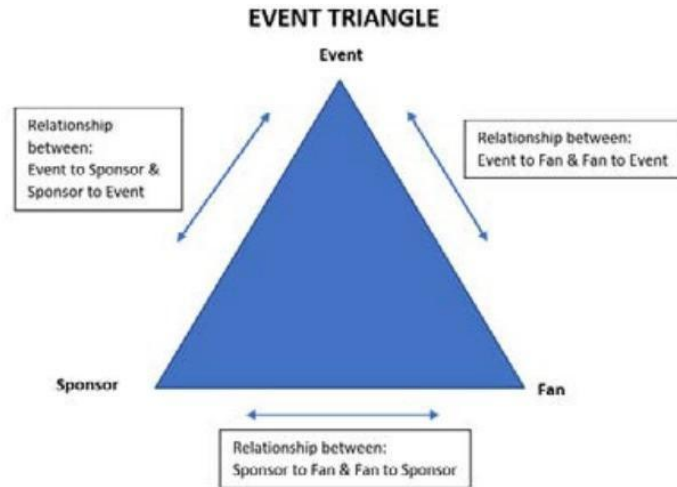
1. Explain the concept of the marketing of sports/entertainment.
 - a. Understand the impact of professional athletes and stars (music and movie) as part of the marketing process.
 - b. Understand the impact of team performance/star power as it relates to demand.
 - c. Understand seasonal interests (peak season vs. off season – marketing emphasis changes but must not be neglected); the high season for movie entertainment (holidays/summer).
2. Describe activities to market/promote a sports/entertainment property:
 - a. Sales and advertising (print and electronic)
 - b. Lead Generation
 - c. World Premier (opening week)
 - d. Press conferences
 - e. "Midnight Madness" events, etc. (season-long promotions are more important than "one-offs").

Standard 2 - Event Triangle Components (6%)

Candidates will be able to identify and define the “event triangle” and identify its various components (event, sponsor, and fan) and their inter-relatedness.

Objective 1 Describe the "event triangle" and identify its three sides.

1. Summarize the exchanges in the event triangle.
 - a. Fans to Sponsors and Event
 - b. Sponsors to Event and Fans
 - c. Event to Fans and Sponsors



Standard 3 - Event Triangle-Event (13%)

Candidates will gain a greater understanding of the “event” component of the event triangle.

Objective 1 Candidates will analyze the importance of event marketing.

1. Identify and describe the key components of an event.
 - a. Ticketing
 - b. Gate Receipt
 - c. Venue
 - d. Concessions
 - e. Merchandising opportunities including licensed merchandise.
 - f. Seating
 - g. Staffing and training
 - h. SWOT Analysis (strengths, weaknesses, opportunities, threats)

Objective 2 Discuss and review means of evaluating an event.

1. Explore:
 - a. Ticket Sales
 - i. Ticketing options (individual, season, luxury, group, mini-plan packages)
 - ii. Pricing (variable/fixed, supply/demand, surplus/shortage, primary/secondary market)
2. Event enjoyment (fan reaction and consumer evaluations)
3. Hospitality (clubs, parking, luxury boxes, etc.)
4. Return on Investment
5. Venue (capacity, perceived crowding, security, concessions)

Objective 3 Discuss how current technology and social media impacts the “event” component of the event triangle.

Standard 4 - Event Triangle-Sponsor (17%)

Candidates will gain a greater understanding of the “sponsor” component of the event triangle.

Objective 1 Candidates will understand the role of corporate partners (sponsors) in sports and entertainment marketing.

1. Understand the concept of sponsorship.
 - a. Define, understand, and identify sponsorship and sponsorship levels. (Categories, Exclusivity, Signature Sponsor, Title Sponsor)
 - b. Discuss reasons a company would be involved in an event or sports/entertainment property.
 - c. Understand and discuss the concept of borrowed equity
 - d. Understand and discuss the concept of marketing through sports (ex. promotion of non-sports products using sports properties as a medium) vs. marketing of sports (ex. advertising the sport itself).
 - e. Discuss concerns related to ambush marketing.

Objective 2 Candidates will understand goals, activities, and sourcing of sponsorship.

1. Recognize major goals of sponsorship
 - a. Increase Sales
 - b. Increase Awareness
 - c. Be Competitive
 - d. Reach the Target Market
 - e. Build Customer Relationships
 - f. Develop Image
 - g. Leveraging
2. Describe activities to market products using sports/entertainment (celebrity/star athlete

endorsements, influencers, promotional tie-ins, etc.), venue signage, merchandising tie-ins, fan gear, etc.

3. Understand that sponsorship is often outsourced in sports and entertainment and how this is done (marketing agencies).

Objective 3 Discuss how current technology and social media impacts the “sponsor” component of the event triangle.

Optional: Standard performance evaluations on the final page of this document

Standard 5 - Event Triangle-Fan (15%)

Discuss how current technology and social media impacts the “fan” component of the event triangle.

Objective 1 Candidates will understand the role of fans in sports and entertainment marketing.

1. Understand the reasons why fans attend or participate in sports and entertainment: entertainment, diversion from everyday life, career opportunities, etc.
2. Explain and evaluate fan attendance factors: sports team’s success, star power, loyalty, pricing, other entertainment options, etc.
3. Compare and contrast audience, consumers, and customers.
4. Identify sports/entertainment fans as valuable target markets.
 - a. Market Segmentation
 - b. Demographic Segmentation
 - c. Psychographic Segmentation
 - d. Geographic Segmentation
 - e. Behavioral Segmentations (provide specific details such as seat location, frequency of visits, merchandise purchases, social engagement, and arrival time.)

Objective 2 Recognize various ways that fans can be part of an audience.

1. Explain venues (stadiums, concert halls, theaters, etc.) as places of distribution.
 - a. In person attendance
 - b. Fan-Fun Events
 - c. Virtual or digital
2. Explain media distribution and ways to be involved in events.
 - a. Watch or listen “for free” at home (TV, Radio, Internet, streaming online).
3. Purchasing events through media (pay-per-view, premium subscriptions, downloads, etc.)
4. Discuss how the many merchandising products allow a fan to enhance their experience (i.e., jerseys/apparel, posters, memorabilia, fan stores, video games, etc.)

Objective 3 Discuss how current technology and social media impacts the “fan” component of the event triangle.

Standard 6 - Entertainment Marketing (6%)

Candidates will understand how basic marketing components are utilized within the entertainment industry (music, movies, plays, and the fine arts).

Objective 1 Candidates will be able to explain the promotional strategies for motion pictures, music, plays and the fine arts such as those found in museums, centers for performing arts, as well as traveling exhibitions.

1. Understand the ways movies are marketed/promoted worldwide.
2. Understand how the marketing technique of providing previews helps to create demand for movies.
3. Identify the different ways fine/performing arts (ballet, museums, theatre/ Broadway, traveling exhibits, guest artists/conductors, etc.) are promoted.

Objective 2 Candidates will be able to describe channel management (distribution) for various segments of the entertainment industry:

1. Explain sources of "at home" entertainment distribution (pay-per-view, On-demand, Netflix, Disney Plus, YouTube, etc.)
2. Explain how an artist's music and appearances are distributed.

Objective 3 Candidates will understand how revenue is generated in the entertainment industry (movies, plays, music, and the fine arts) and the various factors which affect revenue generation.

1. Identify the ways in which movie studios can generate money.
2. Discuss what makes certain films more profitable. ("Star Power", fan base following, sequels, etc.).
3. Understand how the music industry operates financially and the various components of the revenue generating process and factors which can affect revenues.
4. Identify the many merchandising products that evolve from a motion picture (i.e. action figures, lunchboxes, clothing, computer games, posters etc.).

Objective 4 Discuss how current technology and social media impacts the entertainment industry.

Standard 7 - Marketing Promotion Campaign (19%)

Candidates will discover the importance and elements used in developing a sports and/or entertainment marketing promotion.

Objective 1 Setup for GTAW operations on carbon steel.

1. Define promotion and discuss its role.

- a. Inform, persuade, remind
2. Identify goals of promotion.
 - a. Increase Sales
 - b. Increase Awareness
 - c. Be Competitive
 - d. Reach the Target Market
 - e. Build Customer Relationship
 - f. Develop Image (for new prospects – access to the product (Jazz game) as low risk trial.

Objective 2 Identify the components of the promotional mix and understand how the components are integrated to form a promotional campaign.

1. Define and identify examples of:
 - a. Advertising (branding and action based-advertising done to create a specific task--season ticket sales promotion / play-off ticket sales promotion / fan-fun event attendance, etc.)
 - b. Public Relations
 - c. Personal Selling
 - d. Sales Promotion
2. Recognize and discuss media types as well as the advantages and limitations of each:
 - a. Social media
 - b. Digital media
 - c. Print Media
 - d. Broadcast Media
 - e. Direct Mail
 - f. Outdoor
 - g. Specialty Media
 - h. Other

Objective 3 Be able to develop a promotion plan for an event or sports property.

1. Promotions and advertising used to promote the event/property to fans.
2. Personal selling efforts

Optional: Standard performance evaluations on the final page of this document

Standard 8 - Marketing Plan (8%)

Candidates will discover the importance and elements used in developing a sports/entertainment marketing plan.

Objective 1 Determine the components of a sports/entertainment marketing plan.

1. Identify and explain the components of a conventional marketing plan:
 - a. Executive Summary

- b. Introduction
 - c. Situation Analysis
 - d. Target Market Identification
 - e. Goals
 - f. Media Strategies
 - g. Implementation
 - h. Evaluation
 - i. SWOT
2. Explore some existing marketing plans and their application in industry.

Objective 2 Explain the role and identify how promotional plans as well as how events are integrated into a sports/entertainment marketing plan.

Objective 3 Be able to develop a sports/entertainment marketing plan for a team and/or event incorporating the components identified in objective 1 and 2 as well as some optional components such as:

1. Scheduling, season summary, season preview, ticketing goals
2. Sales strategies, season promotions at games
3. Game by game summary, price promotions/theme nights
4. Social media technologies: web- and mobile-based
5. Candidates will want to reference examples as well as evaluation methods from the Internet

Optional: Standard performance evaluations on the final page of this document

Standard 9 - Career Opportunities (6%)

Candidates will explore career opportunities in sports and entertainment marketing.

Objective 1 Identify some different jobs and describe the training needed to secure an entry- level position in sports and/or entertainment marketing.

1. What are some of the jobs/careers within the sports and entertainment industry?
 - a. Talent Director
 - b. Marketing Director
 - c. Sales
 - d. Public Relations
2. Candidates will be able to describe the knowledge/skill sets needed for specific jobs within the sports and entertainment marketing field.
3. Candidates will be able to describe the preparation necessary for a career in the sports and entertainment marketing field.

Performance Skills Evaluation

Exam name: Sports and Entertainment Marketing

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 7 – Marketing Promotion Campaign

- Develop a promotion plan for a sports/entertainment property or event including the following elements:
 - Target Market Identification (who are we trying to reach)
 - Strategies (what do we wish to accomplish)
 - Scheduling (when-time frame)
 - Implementation (how)
 - Evaluation
 - Summary
- And at least five (5) of the following twelve (12) elements:
 - In-Game Give Away
 - Sports Website/Sports BLOG Ad
 - Print Ad – Newspaper/Magazine/Direct Mail
 - Outdoor/Transit Advertisement
 - Venue Advertisement
 - Group/Season Sales Campaign
 - Press Release/News Release
 - Advertising Schedule (including rates)
 - TV Storyboard
 - Radio Script
 - Internet/e-Commerce Advertisement
 - Retailer Promotion

Pass:

Standard 8 – Marketing Plan

- Develop a Sports/Entertainment Marketing Plan for a sports/ entertainment property or event including the following elements:
 - Executive Summary
 - Introduction
 - Situation Analysis
 - Target Market Identification
 - Goals
 - Strategies (Promotional Plan)
 - Scheduling
 - Implementation
 - Evaluation
 - Summary

Pass:

Evaluator Name:

Date:

