

Georgia Sport & Event Marketing Fundamentals

Correlation to Virtual Business – Sports

Business Fundamentals

Skill	VBS Lesson
Discuss the scope of the sport/event industries.	
Describe the social and economic impact of sports/events on communities.	
Explain the role of marketing in the sport/event industries.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions

Product Mix

Skill	VBS Lesson
Explain the elements of sport/event products.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the use of product extensions in sport/event marketing.	

Product Knowledge

Skill	VBS Lesson
Explain ticketing and seating arrangements for individual and corporate sales.	
Determine sport/event features and benefits.	

Product/Service Management

Skill	VBS Lesson
Discuss the use of sport/event branding.	
Explain the use of licensing in sport/event marketing.	Licensing, New Franchise Project, Multiplayer Competitions
Explain the role of endorsements in sport/event marketing.	
Explain the use of naming rights in sport/event marketing.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the role of agents in the sport/event industry.	
Identify elements that enhance venue attractiveness.	
Conduct a site inspection to determine site feasibility.	

Business Regulation

Skill	VBS Lesson
Determine the legal issues affecting the marketing of sport/event products.	
Describe the role of governing bodies in the sport industry.	

Selling

Skill	VBS Lesson
Process telephone orders for a sport/event.	
Handle difficult customers.	
Handle customer/client complaints (e.g., tickets at call window; rate for small children accompanying adults; comp tickets for visiting teams, etc.).	
Identify sales methodologies used in sport/event marketing (e.g., personal selling, TV, radio, newspaper, web, telemarketing, etc.).	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Prepare a sales presentation for a sport/event.	New Franchise Project, Multiplayer Competitions
Explain sales approaches used to sell sport/event products (e.g., tickets, memorabilia, sponsorships, ad space/time, etc.).	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Describe factors that motivate people to participate in/attend sports/events.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Sell tickets (e.g., ticket plans, new season, etc.).	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Sell advertising space in printed materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.).	
Evaluate the effectiveness of a ticket sales campaign.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions

Marketing-Information Management

Skill	VBS Lesson
Explain the need for sport/event marketing information.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Identify sources of sport/event information for use in marketing decision-making.	Franchise Location, Ticket Pricing, Promotion, Media Planning, New Franchise Project, Multiplayer Competitions
Identify sources of secondary sport/event information.	
Search the Internet for marketing information (e.g., demographics, competitor activities, sites, trends, etc.).	New Franchise Project
Monitor internal records (e.g., sales, vendor, customer, etc.) to obtain marketing information.	All VBS lessons allow students to monitor various reports and financial information pertaining to the current franchise, New Franchise Project, Multiplayer Competitions

Maintain a database to track competitor information.	
Explain types of primary sport/event market information.	Franchise Location, Ticket Pricing, Promotion, Media Planning, New Franchise Project, Multiplayer Competitions
Explain the use of target marketing in sport/event marketing.	Franchise Location, Ticket Pricing, Promotion, Media Planning, New Franchise Project, Multiplayer Competitions
Identify ways to segment sport/event markets.	

Economics

Skill	VBS Lesson
Describe the impact of unions on the sport/event industry.	
Discuss international trade considerations for sport/event industries (e.g., customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences, etc.).	

Distribution

Skill	VBS Lesson
Explain distribution systems for sport/event industries.	
Explain the use of ticket distribution systems in the sport/event industries.	
Select vending locations.	

Pricing

Skill	VBS Lesson
Identify factors affecting the pricing of sport/event products (e.g., lead time, market demand, market segmentation, strategies to smooth demand, response to competitors).	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Describe pricing issues associated with sport/event products (i.e., cost, value, objectives).	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions

Advertising

Skill	VBS Lesson
Compare and contrast the advertising media used in sport/event industries.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the components of sport/event advertisements.	
Explain the use of online advertisements in sport/event industries.	
Describe the use of e-mail marketing in sport/event industries.	
Write promotional messages that appeal to targeted markets.	

Write content for use on the Internet.	
Explain the use of direct advertising strategies.	
Describe sport/event industries' utilization of electronic media.	
Write direct-mail letters (e.g., to solicit donations, to sell tickets, to sell ad space, to sell sponsorships, etc.).	
Develop a direct mail offer for sport/event products.	
Execute targeted e-mails to advertise a sport/event.	
Determine the advertising reach of the sport/event media.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Calculate media costs for sports/events (e.g., low end and high-end media costs).	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Select advertising media for a sport/event.	Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Choose appropriate media vehicles for a sport/event (i.e., specific newspaper, magazine, radio station, etc.).	Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Buy ad space/time.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Evaluate the effectiveness of advertising.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

Publicity/Public Relations

Skill	VBS Lesson
Write a press release for a sport/event.	
Develop and generate a sport/event newsletter.	
Explain media relations in the sport/event industry.	
Develop a media guide.	
Establish and cultivate a relationship with media.	
Plan a media day for a sport/event.	

Sales Promotion

Skill	VBS Lesson
Explain the use of sponsorship in the sport/event industry.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Identify "out-of-the-box" sales promotion ideas for sports/events.	
Implement a ticket sales campaign for a sport/event.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the use of venue signage (i.e., what venue signage is, why it is used, what kinds of signage are out there, etc.).	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Select event signage for a sport/event.	
Design a program for an event.	
Create and issue a script for game-day promotions.	
Maximize/capitalize on a celebrity's appearance at an event.	
Design a sport/event logo.	
Design tickets for an event.	

Business Risks

Skill	VBS Lesson
Explain the need for sport/event insurance.	
Conduct a risk assessment of a sport/event.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Develop contingency plans for a sport/event.	

Organization

Skill	VBS Lesson
Schedule sports tournaments.	
Develop production schedules for sports/events.	
Develop a project plan (e.g., time-lines for promotions, ticket distributions, assignment of duties, etc.).	New Franchise Project, Multiplayer Competitions

Georgia Sport and Event Marketing Management

Correlation to Virtual Business – Sports

Marketing-Information Management

Skill	VBS Lesson
Develop consumer profiles in sport/event marketing.	
Collect marketing information from others (e.g., customers, staff, vendors, etc.).	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Identify trends in sport/event marketing.	
Use a database for sport/event information analysis.	
Interpret descriptive statistics for marketing decision-making in the sport/event industries.	Ticket Pricing, Promotion, Franchise Location, Media Planning, Turnaround, New Franchise Location, Multiplayer Competitions
Write marketing reports based on the information gathered from the database.	
Present report findings, and make recommendations.	Ticket Pricing, Promotion, Franchise Location, Media Planning, New Franchise Location, Multiplayer Competitions
Assess marketing information needs when planning sports/events.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Establish and maintain a sport/event marketing information system.	
Measure the economic impact of a sport/event.	

Selling

Skill	VBS Lesson
Sell a venue for a specific sport/event.	Ticket Pricing, Media Planning, Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
Cultivate group sales.	
Sell sport sponsorships.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Negotiate a sport/event sponsorship contract.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Solicit grant/foundation money.	
Develop a sales plan for following up with potential corporate sponsors.	
Develop a sales plan for prospecting for corporate sponsors.	
Develop proof-of-performance packages for sponsors.	
Prepare written guidelines for servicing sponsors.	
Establish barter agreements (vendors, media, etc.).	
Develop a ticket-sales program.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions

Publicity/Public Relations

Skill	VBS Lesson
Select strategies for maintaining/building fan support.	Franchise Location, Promotion, Ticket Pricing, Media Planning, Player Management, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Coordinate community outreach projects.	
Assess community-relations opportunities for a sport/event.	
Create a public-relations campaign for a sport/event.	
Develop a public-relations plan.	

Sales Promotion

Skill	VBS Lesson
Identify ambush strategies used at sports/events (e.g., flyers, bill posting, etc.).	
Develop viral sport/event marketing strategies (i.e., techniques that a business uses to spread the word about itself in hopes that people will pass the word on to others).	
Assess the costs/benefits of creating a special event.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Determine goals and a strategy for a special event.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Create a project plan for a special event.	New Franchise Project
Determine collateral materials needed to promote a special event.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Implement a special event strategy.	New Franchise Project
Evaluate the effectiveness of a special event.	New Franchise Project
Assess the costs/benefits of setting up a frequency/loyalty marketing program.	
Determine collateral materials needed to promote a frequency/loyalty marketing program.	
Develop a frequency/loyalty marketing program strategy.	
Analyze the use of specialty promotions.	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a sales-promotion plan for a sport/event.	Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

Management of Promotion

Skill	VBS Lesson
Coordinate activities in the promotional mix of a sport/event.	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a promotional calendar of events.	
Use past sport/event advertisements to aid in promotional planning.	
Prepare a promotional budget for a sport event.	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
Manage promotional allowances.	
Explain the use of advertising agencies.	
Assess the need to use promoters.	
Set product/brand-related objectives.	
Set corporation-related sponsorship objectives.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Write/Prepare a sponsorship proposal.	
Prepare a sponsorship agreement.	
Develop an advertising campaign.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a promotional plan for a business.	Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

Product Mix

Skill	VBS Lesson
Determine merchandising opportunities for a sport/event.	
Determine goods and services required for an event.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Assess “product” readiness for a sport/event.	
Bundle/Package tickets with extra amenities.	
Develop a pre-season booking strategy.	
Select hospitality options.	

Pricing

Skill	VBS Lesson
Establish price objectives for sport/event products.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Calculate the break-even point.	
Select pricing strategies.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Set ticket/event prices.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions

Positioning

Skill	VBS Lesson
Obtain endorsements for sports/events.	
Select an admission and seating plan.	

Develop a licensing program (includes licensing process).	Licensing, New Franchise Project, Multiplayer Competitions
Develop co-op sponsorship opportunities.	
Develop a customer-service program to attract sport/event customers.	
Develop sport/event product positioning strategies.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify strategies to create value for sponsors.	
Build sport/event brand equity.	
Evaluate sponsorship proposals.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Develop RFPs (requests for proposal) for sports/events.	
Select venues.	Franchise Location, New Franchise Project, Multiplayer Competitions
Evaluate the credibility of an event.	

Marketing Planning

Skill	VBS Lesson
Identify sport/event target-market segments.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Select a target market for a sport/event.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Conduct a market analysis (market size, area, potential, etc.)	Franchise Location, Ticket Pricing, Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.	
Conduct a competitive analysis.	
Forecast income/sales.	
Develop a marketing plan.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Evaluate the performance of the marketing plan.	Franchise Location, Ticket Pricing, Promotion, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions

The information for this correlation was found at the following web address during 06/2005:

<http://www.doe.k12.ga.us/curriculum/edtech/frameworks.asp>.