

**Virginia Sports, Entertainment, and Recreation
Marketing Tasks/Competencies
Correlation to
Virtual Business – Sports**

**Sports, Entertainment, and Recreation Marketing
(Course: 8175)**

Task/Competency	VBS Lesson
Understanding the Importance of SER Marketing	
Define sports, entertainment, and recreation marketing.	Ticket Pricing, Stadium Personnel, Stadium Parking, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Identify occupations within each component of SER marketing.	
Analyze the trends of SER as an industry in the local, state, national, and international venues.	
Developing an Overview of Marketing	
Explain the term marketing.	Ticket Pricing, Promotions, Media Planning, Franchise Location, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the four P's of marketing.	Ticket Pricing, Promotions, Media Planning, Franchise Location, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Identify the components of the marketing mix.	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Define target marketing.	Promotions, Media Planning, Turnaround, Franchise Location, Ticket Pricing, New Franchise Project, Multiplayer Competitions
Describe the marketing functions.	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe the marketing concept.	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Turnaround.

	Franchise Location, New Franchise Project, Multiplayer Competitions
Describing the Economics of the Industry	
Explain the term economics.	
Describe the phases in the business cycle.	
Explain the concept of supply and demand.	Ticket Pricing, New Franchise Project, Multiplayer Competitions
Identify sources of SER revenue.	Ticket Pricing, Sponsorships, Licensing, Turnaround, Financials, New Franchise Project, Multiplayer Competitions
Identify types of SER expenditures.	Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Turnaround, Financials, New Franchise Project, Multiplayer Competitions
Explain competition and its relation to the SER industry.	Multiplayer Competitions
Explain profit/loss and the way it is calculated.	Financials, Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Understanding the Business Structure of SER	
Explain the term business.	Financials, Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Compare the types of business ownership and their roles in the SER fields.	
Developing Effective Communication Strategies	
Explain the components of the communication process.	All VBS Lessons may be completed within an individual or group format, New Franchise Project, Multiplayer Competitions
Identify types of communication used in SER marketing.	
Identify effective writing strategies.	New Franchise Project
Identify effective listening strategies.	All VBS Lessons may be completed within an individual or group format, New Franchise Project, Multiplayer Competitions

Identify effective speaking strategies.	All VBS Lessons may be completed within an individual or group format, New Franchise Project, Multiplayer Competitions
Developing Positive Interpersonal Relationships	
Explain the concept of human relations and its importance to SER.	
Identify desirable traits targeted by employers.	
Explain basic management styles.	
Identify the characteristics of effective work relationships.	
Understanding Market Research	
Explain the term market research.	Ticket Pricing, Franchise Location, Turnaround, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Explain the need for market research.	Ticket Pricing, Franchise Location, Turnaround, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Describing Product Planning	
Explain the term SER product.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe the stages in the product life cycle.	New Franchise Project, Multiplayer Competitions
Explain the term product planning.	Franchise Location, Promotions, Media Planning, Turnaround, Licensing, Sponsorships, Player Management, Stadium Personnel, Stadium Parking, Ticket Pricing, New Franchise Project, Multiplayer Competitions
Developing a Promotional Mix	
Explain the terms promotion and promotional mix.	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Differentiate between product and institutional promotions.	
Identify criteria for selecting promotional mix elements.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the role of product positioning.	Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions

Describing the Sales Process	
Explain the term personal selling.	
Explain why selling is important to the SER fields.	
Explain the steps of the sale.	
Compare the different types of selling in SER.	Ticket Pricing, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the importance of customer service in the field of SER.	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Employing Sponsorship	
Explain the terms sponsorship and endorsement.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the reasons for a company or organization to use sponsorship.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the major objectives of local, state, and national sponsors.	
Identify reasons for athlete/entertainer endorsements in sponsorship activities.	
Identify the parts of a sponsorship marketing plan/proposal.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Developing a Public Relations/Publicity Program	
Explain the term public relations.	
Identify the responsibilities of a Sports Information Director (SID) and other public relations persons in the field of SER.	
Explain the internal and external aspects of public relations.	
Describe public relations media tools.	
Explain the primary methods for providing unsolicited information to the media.	
Respond to information requests from the media.	
Describe the basic components of a media/press kit.	
Exploring the Forms and Techniques of Advertising	
Explain the term advertising.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the advantages and disadvantages of the major forms of advertising.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

Describe the elements of an advertisement.	
Develop an advertisement.	
Developing a Sales Promotion Campaign	
Explain the term sales promotion.	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the major types of sales promotion.	
Develop an SER sales promotion campaign.	
Exploring the Concept of Branding	
Explain the concept of branding as it relates to SER.	
Explain the different categories of branding.	
Explain reasons for branding.	
Developing an Idea/Event	
Explain the term event marketing.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze the growth and trends of event marketing in the local, national, and international arenas.	
Develop a proposal for an SER event.	New Franchise Project
Dealing with Agents and Personal Managers	
Explain the role and services of an agent.	
Explain the role and services of a personal manager.	
Examining Product Licensing	
Explain licensing and associated terms.	Licensing, New Franchise Project, Multiplayer Competitions
Explain the types of product licensing.	Licensing, New Franchise Project, Multiplayer Competitions
Identify the purposes of licensing.	Licensing, New Franchise Project, Multiplayer Competitions
Explain the licensing process.	Licensing, New Franchise Project, Multiplayer Competitions
Describe procedures for procuring a license in the motion picture and the music industries.	
Explain why the international market is becoming so important in licensing.	
Explain bootlegging and the ways companies are affected by it.	
Describe the factors that may affect the future of licensing.	

Examining Concessions and Other On-Site Merchandising	
Describe the different types of concessions and on-site merchandising.	
Explain the importance of concessions and other on-site merchandising.	
Compare the different profit splits.	
Investigating Safety and Security	
Explain the importance and types of indoor and outdoor security.	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze an event site in terms of security and safety needs.	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a security plan for an SER event.	
Developing Job Search Skills	
Identify the purposes and goals of the student organization.	
Enhance leadership skills through participation in the student organization.	
Identify careers in SER.	
Identify sources of information on employment-related opportunities.	
Develop a resume.	
Collect information about a prospective employer.	
Complete a job application form.	
Describe job interview and follow-up techniques.	
Explain the concept of work ethic.	
Explain the terms career and career path.	
Examining All Aspects of Industry	
Planning	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Management	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Finance	Financials, New Franchise Project, Multiplayer Competitions
Technical and Production Skills	

Underlying Principles of Technology	
Labor Issues	
Community Issues	
Health, Safety, and Environmental Issues	

Advanced Sports, Entertainment, and Recreation Marketing (Course 8177)

Task/Competency	VBS Lesson
Describing the Economics of the Industry	
Identify the different factors used to analyze the relationship between economics and Sports, Entertainment, and Recreation Marketing (SER).	
Describe SER's economic growth, including its various contributions to the Gross National Product (GNP).	
Describe the economic impact of SER on the local, state, national, and international levels.	
Explain the importance of a budget.	Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Promotions, Media Planning, Turnaround, Financials, New Franchise Project, Multiplayer Competitions
Identify the components of a budget.	
Explaining the Business Structure of SER	
Explain advantages and disadvantages of operating as a profit or not-for-profit organization.	
Describe the role of Internet marketing in SER.	
Describe the considerations important to planning for entrepreneurship in SER.	
Examining the International Impact of SER	
Define international trade and international marketing in terms of SER.	
Identify cultural and political environments and their potential impact on international SER.	
Understanding Market Research	
Describe the methods of market research.	Ticket Pricing, Promotions, Media Planning, Turnaround, Franchise Location, New

	Franchise Project, Multiplayer Competitions
Describe the steps in developing a market research project.	Ticket Pricing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Develop a market research project.	Ticket Pricing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Evaluate the results of a market research project.	Ticket Pricing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyzing Market Segmentation	
Explain the term market segmentation.	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Identify types of segmentation.	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a market segmentation analysis.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Examining Group Sales	
Define group sales.	
Identify the steps of a group sale.	
Identify sales techniques that contribute to loyalty and the development of clientele over time.	
Employing Sponsorship	
Develop a sponsorship marketing plan/proposal.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze the pricing of sponsorships.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain how to evaluate sponsorships.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Identify legal issues dealing with sponsorships.	
Describe factors likely to affect the future of sponsorships.	
Planning an Event	
Explain the organizational process for planning an event.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Develop a work plan.	

Analyze personnel needs for an event.	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze the human and financial resources required for each activity or task.	Financials, Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a budget for an event.	New Franchise Project, Multiplayer Competitions, Promotions, Media Planning, Turnaround
Develop the advertising and promotional activities best suited for an event.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Develop the public relations activities best suited for an event.	
Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.	Sponsorships, Turnaround, New Store Project, Multiplayer Competitions
Implementing and Evaluating an Event	
Implement an SER event.	New Franchise Project, Multiplayer Competitions
Evaluate an event.	New Franchise Project, Multiplayer Competitions
Develop follow-up activities to recognize/thank participants.	
Exploring the Legal Aspects of SER	
Explain the term liability.	
Explain the term contract.	Licensing, New Franchise Project, Multiplayer Competitions
Describe the basic SER contracts.	
Explain expressed, implied, unilateral, and bilateral contracts.	
Identify essential elements of contracts.	
Explain the importance of liability insurance.	
Describe the impact of the Americans with Disabilities Act (ADA) on SER events and facilities.	
Dealing with Agents and Personal Managers	
Explain the differences between an agent and a personal manager.	
Explain financial compensation options for agents.	
Identify the factors involved in selecting an agent and a personal manager.	
Identify the agent's role in prenegotiations	

and endorsement contracts.	
Appraising the Role of Labor Unions in SER	
Examine the role of unions in SER.	
Identify unions relevant to SER.	
Exploring Ethical Issues in SER	
Identify professional ethical issues related to SER.	
Examine social responsibility and its relation to SER.	
Developing a Career Plan	
Identify the purposes and goals of the student organization.	
Enhance leadership skills through participation in the student organization.	
Identify SER career opportunities at the internship, entry, mid-management, and upper-management levels.	
Identify personal traits and interests.	All VBS Lessons allow students to experience the different aspects involved in operating a franchise, New Franchise Project, Multiplayer Competitions
Describe education and training needed for a variety of SER jobs.	
Identify barriers to employment and strategies to overcome them.	
Identify ways to keep up with new developments in the field of SER.	
Develop a career plan.	
Examining All Aspects of Industry	
Planning	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Management	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Finance	Financials, New Franchise Project, Multiplayer Competitions
Technical and Production Skills	
Underlying Principles of Technology	

Labor Issues	
Community Issues	
Health, Safety, and Environmental Issues	

The information for this correlation was found at the following web address during 04/2005:
http://www.cteresource.org/VERSO/Published/search_results_form?PublicationFragmentType=rot&PublicationFormat%3Alist=HTML&PublicationFormat%3Alist=Word&sort_on=SortKey&PublicationType=&ProgramArea=MKT&SearchableText=&CourseNumbers=&Year=&Submit=Find+Curriculum