



Department of Teaching & Learning
Parent/Student Course Information

Sports Entertainment & Recreation Marketing and
Sports Entertainment & Recreation Marketing Co-Op

(ME8175 & ME8176)

One Year, One Credit

Grades 10, 11, 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of customer service, branding, product development, pricing and distribution, business structures, sales processes, digital media, sponsorships, and endorsements, as well as 3 promotion needed for sports and entertainment events. The course explores career options and develops workplace readiness skills. Academics skills (mathematics, science, English, and history/social science) related to the content area are a part of this course. Computer/technology applications supporting the course are studied.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

Enrollment for the Advanced Entrepreneurship & Innovation course should be based on student performance, teacher recommendation and parent input.

REQUIRED STUDENT TEXTBOOK

None

COMPETENCIES

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.

- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

Understanding the Importance of SE Marketing

- 39 Explain the importance and impact of the sports and entertainment industries.
- 40 Describe the past, present, and future of the sports and entertainment industries.
- 41 Explain the hospitality as it relates to the sports and entertainment industries.
- 42 Analyze trends and innovations in the sports and entertainment industries.

Developing an Overview of Marketing

- 43 Explain marketing as it relates to the sports and entertainment industries.
- 44 Identify the components (the Ps) of the marketing mix as they relate to SE marketing.
- 45 Describe the marketing concept as related to the sports and entertainment industries.
- 46 Explain the concept of target marketing.
- 47 Describe the marketing functions

Developing Interpersonal Skills

- 48 Identify types of communication used in sports and entertainment industries.
- 49 Identify the role of communication in effective work relationships
- 50 Develop presentation skills as a form of business communication.
- 51 Identify ethical and unethical business practices.

Developing Customer Service Skills

- 52 Explain the importance of customer service as it relates to the sports and entertainment industries.
- 53 Compare various types of customer service.
- 54 Translate technical language into commonly understood language.
- 55 Communicate a customer-service suggestion to a supervisor.
- 56 Describe procedures for handling a customer's complaint.
- 57 Handle different types of customers.
- 58 Demonstrate handling and internal customer.
- 59 Explain the role of constructive criticism.
- 60 Demonstrate customer-service techniques.
- 61 Describe methods used to encourage customer retention.

Exploring the Concept of Branding

- 62 Define branding in sports and entertainment.
- 63 Explain the concept of branding as it relates to SE marketing.
- 64 Explain product licensing and brand protection.
- 65 Explain the concept and reason for rebranding

Describe Product Development

- 66 Explain sports and entertainment product, sports and entertainment service, and product planning.

- 67 Examine the product life cycle.
- 68 Describe the role of market research.
- 69 Create a primary or secondary research survey.
- 70 Explain the role of product positioning.
- 71 Describe the impact of uncontrollable factors on sports and entertainment product development.

Exploring Price Strategies

- 72 Explain the pricing and the factors that affect pricing decisions.
- 73 Identify pricing strategies as they relate to the sports and entertainment industries.

Understanding the Business Structure of SE Marketing

- 74 Explain the business as it relates to the SE industries.
- 75 Compare the types of business ownership and their roles in the SE industries.

Exploring Distribution Strategies

- 76 Explain distribution and how it relates to sports and entertainment industries.
- 77 Identify challenges for distributing sports and entertainment industries.

Developing a Promotional Mix

- 78 Explain promotion and promotional mix.
- 79 Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries.
- 80 Determine methods of communications used in sports and entertainment promotion.
- 81 Describe the elements of an advertisement.

Exploring the Forms and Techniques of Advertising

- 82 Explain advertising as related to sports and entertainment industries.
- 83 Identify the goals of advertising and methods of evaluation an advertisement's success.

Using Digital Media

- 84 Define current electronic marketing tools and platforms.
- 85 Identify methods for attracting customers and establishing and maintaining customer relationships.
- 86 Identify target markets' preferred platforms for various electronic marketing tools.
- 87 Compare traditional marketing and digital media marketing.
- 88 Identify the pros and cons of social media marketing.
- 89 Explain how digital media can be used to generate revenue.

Exploring Public Relations and Media Relations

- 90 Explain public relations as related to sports and entertainment industries.
- 91 Explain the concept of earned media
- 92 Describe public relations tools.
- 93 Explain the internal and external aspects of public relations.
- 94 Analyze the effects of negative media occurrences.

Exploring Sponsorships and Endorsements

- 95 Explain sponsorship as it relates to the sports and entertainment industries.
- 96 Explain the difference between sponsorships and endorsements.
- 97 Explain the reasons for a company or organization to use sponsorships.
- 98 Identify legal restrictions placed on endorsements.
- 99 Explain advantages and disadvantages of endorsements.

- 100 Identify current trends in sponsorship within the sports and entertainment industries.
- 101 Describe the components and exchanges in an event triangle.
- 102 Explain the effects media broadcasting may have on decisions made by a sponsor.

Exploring Sales Promotion

- 103 Explain the advantages and disadvantages of using various forms of sales promotion the sports and entertainment industries.
- 104 Describe the elements of a sport and entertainment sales promotion campaign.

Describe the Sales Process

- 105 Explain the types of selling and why they are important in sports and entertainment industries.
- 106 Explain the merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.
- 107 Explain the concept of bundling products and/or services.
- 108 Explain the steps of the selling process.

Describing the Economics of the Industry

- 109 Explain economics and its relation to the sports and entertainment industries.
- 110 Explain how the phases in the business cycle affect the sports and entertainment industries.
- 111 Explain the concept of supply and demand.
- 112 Explain competition as it relates to the sports and entertainment industries.

Exploring the Marketing Plan

- 113 Explain the components of the marketing plan.
- 114 Describe the importance of research in developing a marketing plan.
- 115 Describe the importance of analyzing the marketing plan to determine return on investment (ROI).
- 116 Identify the components of a SWOT analysis.

Developing Job Search Skills

- 117 Identify occupations within the sports and entertainment industries.
- 118 Identify personal skills and interests applicable to the sports and entertainment industries.
- 119 Identify resources for a job search in the sports and entertainment industries.
- 120 Create a networking plan in the sports and entertainment industries.
- 121 Create or update a resume and application/cover letter.
- 122 Complete a job application
- 123 Describe the job interview process and techniques for follow-up.

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Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

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Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

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