

Student's Name/Initial:

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Date:

Teacher's Initials:

Date:

SPORTS AND ENTERTAINMENT MARKETING STUDENT PROFILE

COURSE CODE: 5425

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
- 2 - Moderately skilled--can perform task completely with limited supervision
- 1 - Limitedly skilled--requires instruction and close supervision
- N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
- 2 - Moderately knowledgeable--understands the concept
- 1 - Limitedly knowledgeable--requires additional instruction
- N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___1. Review school safety policies and procedures.
- ___ ___ ___ ___2. Review classroom safety rules and procedures.
- ___ ___ ___ ___3. Review safety procedures for using equipment in the classroom.
- ___ ___ ___ ___4. Identify major causes of work-related accidents in office environments.
- ___ ___ ___ ___5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
- ___ ___ ___ ___2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
- ___ ___ ___ ___3. Explain the benefits and responsibilities of being a member of a CTSO.
- ___ ___ ___ ___4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
- ___ ___ ___ ___2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
- ___ ___ ___ ___3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
- ___ ___ ___ ___4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
- ___ ___ ___ ___5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
- ___ ___ ___ ___7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___1. Demonstrate punctuality.
- ___ ___ ___ ___2. Demonstrate self-representation.
- ___ ___ ___ ___3. Demonstrate work ethic.
- ___ ___ ___ ___4. Demonstrate respect.
- ___ ___ ___ ___5. Demonstrate time management.
- ___ ___ ___ ___6. Demonstrate integrity.
- ___ ___ ___ ___7. Demonstrate leadership.
- ___ ___ ___ ___8. Demonstrate teamwork and collaboration.
- ___ ___ ___ ___9. Demonstrate conflict resolution.
- ___ ___ ___ ___10. Demonstrate perseverance.
- ___ ___ ___ ___11. Demonstrate commitment.
- ___ ___ ___ ___12. Demonstrate a healthy view of competition.
- ___ ___ ___ ___13. Demonstrate a global perspective.
- ___ ___ ___ ___14. Demonstrate health and fitness.
- ___ ___ ___ ___15. Demonstrate self-direction.
- ___ ___ ___ ___16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

- 3 2 1 N
- ___ ___ ___ 1. Demonstrate effective speaking and listening skills.
- ___ ___ ___ 2. Demonstrate effective reading and writing skills.
- ___ ___ ___ 3. Demonstrate mathematical reasoning.
- ___ ___ ___ 4. Demonstrate job-specific mathematics skills.
- ___ ___ ___ 5. Demonstrate critical-thinking and problem-solving skills.
- ___ ___ ___ 6. Demonstrate creativity and resourcefulness.
- ___ ___ ___ 7. Demonstrate an understanding of business ethics.
- ___ ___ ___ 8. Demonstrate confidentiality.
- ___ ___ ___ 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
- ___ ___ ___ 10. Demonstrate diversity awareness.
- ___ ___ ___ 11. Demonstrate job acquisition and advancement skills.
- ___ ___ ___ 12. Demonstrate task management skills.
- ___ ___ ___ 13. Demonstrate customer-service skills.

F. SPORTS AND ENTERTAINMENT MARKETING

- 3 2 1 N
- ___ ___ ___ 1. Describe the basic concepts of marketing.
- ___ ___ ___ 2. Define market segmentation
- ___ ___ ___ 3. Define the seven key marketing functions.
- ___ ___ ___ 4. Define sports and entertainment marketing and target marketing.
- ___ ___ ___ 5. Identify sports and entertainment marketing strategies.
- ___ ___ ___ 6. Understand why marketing must relate to the specific audience.
- ___ ___ ___ 7. Relate advances in technology to changes in distribution.
- ___ ___ ___ 8. Recognize the power of television and social media as marketing tools.
- ___ ___ ___ 9. Describe how sports and entertainment events can impact the local economy.
- ___ ___ ___ 10. Define the marketing mix as it applies to sports and entertainment industries.
- ___ ___ ___ 11. Describe the need for balance between privacy and marketing information.

- ___ ___ ___ 12. Examine the global marketing of sports and entertainment.
- ___ ___ ___ 13. Describe sports and entertainment properties that have become popular internationally.
- ___ ___ ___ 14. Explain how ancillary products contribute to revenues generated by sports and entertainment industries (e.g., concessions, apparel, and merchandise).

G. AMATEUR AND RECREATIONAL SPORTS

- 3 2 1 N
- ___ ___ ___ 1. Discuss the similarities and differences among amateur and recreational sports programs.
- ___ ___ ___ 2. Discuss marketing and sponsoring of amateur and recreational sports.
- ___ ___ ___ 3. Discuss the economic benefits of amateur and recreational sports.

H. COLLEGE SPORTS

- 3 2 1 N
- ___ ___ ___ 1. Explain the importance of the NCAA and team rankings to college sports.
- ___ ___ ___ 2. Discuss the growing market surrounding women's college athletics.
- ___ ___ ___ 3. Discuss the benefits of college sports to the home community.
- ___ ___ ___ 4. Identify benefits of sponsorships and licensing to a team.
- ___ ___ ___ 5. Explain the reason for realignment of college conferences.

I. PROFESSIONAL SPORTS

- 3 2 1 N
- ___ ___ ___ 1. Discuss the financial impact of professional sports.
- ___ ___ ___ 2. Discuss employee and sponsor perks associated with big league sports.
- ___ ___ ___ 3. Describe the distribution process for a professional sports team.
- ___ ___ ___ 4. Explain how revenue is generated for a professional sports team.
- ___ ___ ___ 5. Explain the role of a sports agent.
- ___ ___ ___ 6. Discuss how corporate sponsorship deals are structured in professional sports.
- ___ ___ ___ 7. Explain ways professional sports

- ___ ___ ___ 8. Assess the importance of ethical behavior on an athlete's promotional value.

J. ENTERTAINMENT INDUSTRY

- 3 2 1 N
- ___ ___ ___ 1. Define the entertainment industry (e.g., family entertainment, concert industry, performing arts).
- ___ ___ ___ 2. Explain the impact of technology on entertainment.
- ___ ___ ___ 3. Explain profit and cost-cutting strategies in the entertainment industry.
- ___ ___ ___ 4. Calculate revenue in the entertainment industry and discuss the importance of foreign market revenue.
- ___ ___ ___ 5. Discuss the different kinds of entertainment distribution.
- ___ ___ ___ 6. Discuss promotional strategies across different segments of the entertainment industry.
- ___ ___ ___ 7. Explain the promotional value of entertainment awards in the television, film, and recording industries.
- ___ ___ ___ 8. Discuss various ways in which entertainment is distributed through various media (e.g., livestreaming, social media, pay-per-view, mobile applications).
- ___ ___ ___ 9. Explain customizing entertainment products for a specific or particular market segment.

K. MARKETING PRODUCTS AND SERVICES THROUGH SPORTS AND ENTERTAINMENT

- 3 2 1 N
- ___ ___ ___ 1. Describe the market for sports and entertainment.
- ___ ___ ___ 2. Discuss emotional ties to sports and entertainment.
- ___ ___ ___ 3. Discuss the marketing cycle.
- ___ ___ ___ 4. Discuss sponsors and their involvement in sports and entertainment marketing.
- ___ ___ ___ 5. Discuss prohibited sponsorships.
- ___ ___ ___ 6. Discuss promotion and its objectives.
- ___ ___ ___ 7. List the tools used in promotion.

- _____ 8. Describe qualifications for endorsers.
- _____ 9. Define endorsements and their restrictions.
- _____ 10. Explain advantages and disadvantages of endorsements.
- _____ 11. Compare the earning power of men and women in sports and entertainment through endorsements.

L. PUBLIC IMAGE

- 3 2 1 N
- _____ 1. Discuss the importance of positive public relations for sports and entertainment.
 - _____ 2. Explain how public relations firms assist in creating favorable images.
 - _____ 3. Evaluate how athletes and entertainers can affect public perceptions.
 - _____ 4. List the advantages of fan clubs to fans, athletes, and entertainers.
 - _____ 5. Discuss the importance of marketing research before undertaking a licensing agreement.
 - _____ 6. Discuss successful sports and entertainment licenses and sponsors.
 - _____ 7. Explain how sports and entertainment figures can be successful outside the sports and entertainment industries.

M. IMAGE ENHANCEMENT

- 3 2 1 N
- _____ 1. Describe the importance of charities and tournaments to the successful images of athletes, entertainers, and organizations.
 - _____ 2. Explain why athletes and entertainers become involved with or create their own foundations and philanthropic events.
 - _____ 3. Explain why sports and entertainment celebrity camps have become increasingly popular.
 - _____ 4. Define the importance of corporate and business contacts in the area where a sports camp or entertainment event will be held.

N. SPORTS AND ENTERTAINMENT MARKETING FIRMS

- 3 2 1 N
- _____ 1. Explain the role of a sports and entertainment marketing firm.
 - _____ 2. Discuss how sports and entertainment marketing firms create positive images within the industries.
 - _____ 3. Explain the concept of branding in the sports and entertainment industries.
 - _____ 4. Explain the concept and reasons for rebranding in the sports and entertainment industries.
 - _____ 5. Describe ways in which sports and entertainment marketing firms have increased awareness of the industries.
 - _____ 6. Explain how firms help overcome challenges in marketing non-major sports and female athletes (e.g., Olympics, X-Games, eSports).

O. DESTINATION MARKETING

- 3 2 1 N
- _____ 1. Discuss the importance of destinations in the sports and entertainment industries (e.g., Halls of Fame, theme parks, music festivals).
 - _____ 2. Examine marketing strategies based on changing demographics.
 - _____ 3. Understand how technology has changed travel and destination marketing.
 - _____ 4. Discuss the importance of partnerships between the travel industry and destination events.
 - _____ 5. Explain how marketing strategies differ based on the type of venue being promoted.

P. MARKETING PLANS

- 3 2 1 N
- _____ 1. Explain the purpose of a marketing plan.
 - _____ 2. List components of a strategic marketing plan.
 - _____ 3. Identify the components of a SWOT analysis.
 - _____ 4. Define the purposes of marketing

- _____ 5. Discuss the human elements in marketing research.
- _____ 6. Explain promotion and promotional mix.
- _____ 7. Explain the purpose of advertising.
- _____ 8. Explain the importance of the profit motive behind sports and entertainment marketing.
- _____ 9. Explain various types of revenue related to sports and entertainment marketing.

Q. LEGAL ISSUES FOR SPORTS AND ENTERTAINMENT

- 3 2 1 N
- _____ 1. Discuss the role of risk management in sports and entertainment marketing.
 - _____ 2. Recognize the importance of copyright law, e.g., music distribution, royalties, player likeness.
 - _____ 3. Discuss the need for contracts.
 - _____ 4. Analyze the public relations impact of labor laws on sports and entertainment.
 - _____ 5. Assess the financial harm that strikes may cause to sports and entertainment organizations or firms.
 - _____ 6. Explain trademark and licensing agreements.
 - _____ 7. Describe the financial value of licensing sports and entertainment merchandise.

R. CAREERS

- 3 2 1 N
- _____ 1. Identify various sports and entertainment marketing careers.
 - _____ 2. Discuss the preparation needed for a career in the sports and entertainment marketing field.
 - _____ 3. Comprehend the skills needed for specific jobs in sports and entertainment marketing.
 - _____ 4. Describe personal and workplace characteristics necessary for a career in sports and entertainment marketing.