

SEM 1 PACING GUIDE

Week 1	
1.01	<p>Explain the purposes and goals of <i>More Than a Game: Sport/Event Marketing Fundamentals Course Guide</i></p> <p>Discuss classroom operations and procedures</p> <p>Discuss the purposes of CTSO and its activities</p> <p>Discuss the nature of the sport/event industries (PD:115) (CS) (pp. 5-3—5-4)</p>
Week 2	
1.01	Describe the impact of sports/events on communities (PD:107) (CS) (pp. 5-5—5-6)
1.02	Explain the nature of sport marketing (MK:012, BA LAP 8) (CS) (pp. 5-7—5-8)
Week 3	
1.02	Describe the nature of event marketing (MK:007) (CS) (pp. 5-9—5-10)
1.03	Explain career opportunities in sport/event marketing (PD:051, PD LAP 6) (CS) (pp. 5-11—5-12)
Week 4	
1.04	Explain elements of the sport/event product (PM:079, PM LAP 15) (CS) (pp. 5-13—5-14)
1.05	Determine sport/event features and benefits (SE:188) (SP) (pp. 5-15—5-16)
Week 5	
1.05	Describe factors that motivate people to participate in/attend sports/events (SE:209) (SP) (pp. 5-17—5-18)
1.06	Explain the nature of sport/event brand/branding (PM:141) (SP) (pp. 5-19—5-20)
Week 6	
1.06	Explain the use of licensing in sport/event marketing (PM:139, PM LAP 12) (SP) (pp. 5-21—5-23)
1.06	Explain the role of endorsements in sport/event marketing (PM:140, PM LAP 13) (SP) (pp. 5-24—5-25)
1.06	Explain the use of naming rights in sport/event marketing (PM:142) (SP) (pp. 5-26—5-27)
1.07	Explain the nature of sponsorship in the sport/event industries (PR:175, PR LAP 17) (SP) (pp. 5-28—5-29)
Comprehensive Review	Unit 1 Review

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Week 7	
UNIT 1	Comprehensive Exam
2.03	Explain the need for sport/event marketing information (IM:245) (SP) (pp. 5-54—5-55)
2.04	Explain sources of secondary sport/event information (IM:246) (SP) (pp. 5-56—5-57)
2.05	Search the Internet for sport/event marketing information (IM:247) (SP) (pp. 5-58—5-59)
2.05	Monitor internal records for marketing information (IM:186) (SP) (pp. 5-62—5-63)
2.05	Maintain a database of competitor information (IM:248) (SP) (p. 5-64)
Week 8	
2.06	Explain sources of primary sport/event market information (IM:249) (SP) (pp. 5-65—5-66)
Unit 2	Comprehensive Review of Unit 2 Test Unit 2
Week 9	
3.01	Describe the nature of target marketing in sport/event marketing (MP:037) (SP) (pp. 5-67—5-68)
3.01	Identify ways to segment sport/event markets (MP:038) (SP) (pp. 5-69—5-70)
3.02	Explain advertising media used in the sport/event industries (PR:177) (SP) (pp. 5-71—5-72)
3.03	Explain the components of advertisements (PR:014) (SP) (pp. 5-73—5-74)
3.04	Understand the use of direct marketing to attract attention and to build brand. (PR:164), (PR:301), (PR:240), (PR:276),
3 04	Discuss types of direct mail tactics (PR:301) (SP) (pp. 5-80—5-81)
Week 10	
3.04	Describe sport/event industries' utilization of digital media (PR:240) (SP) (pp. 5-82—5-83)
3.04	Describe mobile marketing tactics (PR:276) (SP) (pp. 5-84—5-85)
3.04	Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP) (pp. 5-86—5-87)
3.06	Explain the nature of e-mail marketing tactics (PR:165) (SP) (pp. 5-94—5-95)
3.06	Explain the nature of e-mail marketing tactics (PR:165) (SP) [cont'd] (pp. 5-94—5-95)
3.07	Write e-mail marketing copy (PR:362) (SP) (pp. 5-99—5-100)
3.07	Execute targeted e-mails (PR:166) (SP) (pp. 5-101—5-102)

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Week 11	
3.08	Determine advertising reach of sport/event media (PR:180) (SP) (pp. 5-112—5-113)
3.08	Calculate media costs (PR:009) (SP) (pp. 5-114—5-115)
3.08	Select advertising media (PR:010) (SP) (pp. 5-121—5-122)
3.08	Choose appropriate media vehicles for sport/event (PR:181) (SP) (pp. 5-128—5-129)
Comprehensive Review of Unit 3	
Week 12	
Unit 3	Comprehensive Test on Unit 3
4.01	Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.) (SE:318) (SP) (pp. 5-132—5-133)
4.02	Maximize/Capitalize on celebrity's appearance at event (PR:192) (SP) (pp. 5-134—5-135)
4.04	Design program for event (PR:142) (SP) (p. 5-150)
4.04	Create and issue script for game-day promotions (PR:191) (SP) (p. 5-151)
Week 13	
4.05	Identify elements that enhance venue attractiveness (facility—accessibility, trade area/drawing radius, parking; surrounding area—design/layout, amenities, personnel, sense of security) (PM:144) (SP) (pp. 5-152—5-153)
4.06	Explain venue signage (PR:189) (SP) (pp. 5-154—5-155)
4.06	Select event signage (PR:190) (SP) (pp. 5-156—5-157)
4.07	Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors) (PI:047, PI LAP 7) (SP) (pp. 5-158—5-159)
4.07	Describe pricing issues associated with sport/event products (cost, value, objectives) (PI:048) (SP) (pp. 5-160—5-161)
Week 14	
4.08	Identify “out-of-the-box” sales promotion ideas for sports/events (PR:187, PR LAP 18) (SP) (pp. 5-162—5-163)
4.08	Implement ticket sales campaign (Internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships) (PR:188) (SP) (pp. 5-164—5-165)
4.09	Identify sales methodologies used in sport/event marketing (SE:315) (SP) (pp. 5-166—5-167)
4.09	Prepare sales presentation (SE:067) (SP) (pp. 5-168—5-169)

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Week 15	
4.10	Establish relationships with sport/event clients/customers/fans (SE:316) (SP) (pp. 5-170—5-171)
4.10	Sell tickets (ticket plans, new season, etc.) (SE:317) (SP) (pp. 5-172—5-173)
Week 16	
Unit 4 Review & Test	Comprehensive Review of Unit 4 Test on Unit 4
Week 17	
Comprehensive Review for State Test	Review by Unit followed by Unit Review Tests.
Week 18	EXAM WEEK