

# Spanish Fork High School 2014-15

## Unit Topics and I Can Statements

### Sports Marketing

#### **THE WORLD OF MARKETING**

- I CAN understand the components of the marketing mix as it relates to the sports and entertainment industry.
- I CAN identify reasons for utilizing marketing OF sports/entertainment and marketing THROUGH sports/entertainment.
- I CAN compare the components of the event triangle and summarize exchanges for each.
- I CAN develop a promotion plan (campaign) for a sports property, team, or event.

#### **THE FAN**

- I CAN explain and evaluate factors that contribute to fan attendance at an event.
- I CAN compare and contrast audience, consumer, and customer.
- I CAN identify ways in which fans can be involved in events.

#### **THE SPONSOR**

- I CAN understand the concept of sponsorship and recognize the major goals of a sponsorship.
- I CAN develop a sponsorship proposal for a sports property, team, or event.

#### **THE EVENT**

- I CAN identify and design components of an event.
- I CAN identify and incorporate “sportscape” in event marketing.
- I CAN develop a marketing plan for a sports property, team, or event.