



Colorado CTE Course – Scope and Sequence

Course Name	Event Marketing/Communications		Course Details	.5 (Level 3)	
			Course = 0.50 Carnegie Unit Credit		
Course Description	Defines the importance and role of marketing, media and public relations in the event planning industry. Identify marketing and communication tools such as social media, promotional events, networking and blogs. Design a marketing plan to include target market research, communication tools, objectives, strategies, and implementation.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. The Principles of Marketing course is highly recommended first. This course aligns to the CCNS course (MAR202). Please contact your local community college partner for credit options. MBA research course guides in Sports Marketing are free resources that align to curriculum visit mbaresearch.org to download.				
SCED Identification #	12163	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Introduction to Sports/Event Marketing	2 weeks	Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers.	Develop/review a working knowledge of marketing terminology	a. Identify and understand the basic concepts and the core standards of marketing. b. Explain the core standards of marketing: <ul style="list-style-type: none"> ● Channel Management ● Marketing-Information Management ● Market Planning ● Pricing ● Product/Service Management (make sure to cover branding) ● Promotion ● Selling b. Discuss the nature of the sport/event industries	DECA: Sports and entertainment marketing, sports team decision making, Virtual Business Sports FBLA: Sports & Entertainment Management, Marketing, Advertising

				<p>c. Describe the impact of sports/events on communities</p> <p>d. Explain career opportunities in sport/event marketing</p>	
Market Research and Planning	3 weeks	Select target market appropriate for product/businesses to obtain the best return on marketing investment (ROMI).	Identify the target market and apply to a marketing plan; locate information using online sources. Identify sport/event target-market segments	<p>a. Explain how product competition is used to define a market.</p> <p>b. Describe how types of customers can be used to define a market.</p> <p>c. Discuss the use of geography to define a market.</p> <p>d. Explain the use of production-distribution systems in market definition.</p> <p>e. Explain the purpose of developing a target-market profile.</p> <p>f. Identify objective terms that can be used to profile a target market.</p> <p>g. Discuss market-research techniques that can be used to obtain target market information.</p> <p>h. Identify sources that can be accessed to obtain target-market information.</p> <p>i. Develop a target-market profile.</p> <p>j. Demonstrate procedures for identifying market segments.</p>	<p>DECA: Sports and entertainment marketing operations research, Integrated marketing campaign event, Virtual Business Sports</p> <p>FBLA: Sports & Entertainment Management, Marketing, Advertising, Agribusiness, Social Media Campaign</p>
Strategic and Tactical marketing plans	3 weeks	Select target market appropriate for product/businesses to obtain the best return on marketing investment (ROMI).	Define the basic elements of marketing strategy and tactics; create a marketing plan. Conduct market analysis Conduct SWOT analysis for use in the marketing-planning process	<p>Explain the importance of market analysis to the marketing-planning process.</p> <p>b. Identify the components of a market analysis.</p> <p>c. Explain the value of using spreadsheets in target segment analysis.</p> <p>d. Demonstrate procedures for conducting a market analysis.</p>	<p>DECA: Sports and entertainment marketing operations research, Integrated marketing campaign event,</p>

				<ul style="list-style-type: none"> a. Define the term SWOT analysis. b. Explain whom to involve in a SWOT analysis. c. Discuss when a SWOT analysis should be conducted. d. Describe the benefits of conducting a SWOT analysis. e. Identify factors that should be considered in a SWOT analysis. f. Explain procedures for conducting a SWOT analysis. g. Demonstrate procedures for conducting a SWOT analysis for use in marketing planning. 	<p>Virtual Business Sports</p> <p>FBLA: Sports & Entertainment Management, Marketing, Advertising, Social Media Campaign, Spreadsheet Application</p>
Forecast Sales	2-3 weeks	Assess marketing strategies to improve return on marketing investment (ROMI).	Forecast sales for marketing plan	<ul style="list-style-type: none"> a. Define the following terms: sales forecast, top-down approach, and bottom-up approach, jury of executive opinion, Delphi technique, sales force composite, and survey of buyer intentions. b. Describe approaches to forecasting sales. c. Discuss methods of forecasting sales. d. Describe advantages and disadvantages associated with each forecasting method. e. Explain factors that should be considered in choosing a forecasting method. f. Describe external factors that affect sales forecasts. g. Explain internal factors that affect sales forecasts. h. Describe procedures for preparing a sales forecast. 	<p>DECA: Sales Project (PMSP), Virtual Business</p> <p>FBLA: Sports & Entertainment Management, Marketing, Advertising, Social Media Campaign, Sales Presentation</p>

Developing Content	3 weeks	Manage promotional activities to maximize return on promotional investments.	Identify best practices for developing marketing content; illustrate practices in blogs, social media postings, press releases and other relevant materials. Coordinate activities in the promotional mix	i. Demonstrate how to forecast sales. a. Identify factors that should be coordinated for promotions. b. Identify types of promotional activities that should be coordinated. c. Describe ways to coordinate promotional efforts. d. Describe the importance of coordinating promotional activities. e. Explain procedures for coordinating promotional activities. f. Use procedures to coordinate promotional activities.	DECA: Integrated marketing campaign event FBLA: Sports & Entertainment Management, Marketing, Advertising, Graphic Design, Publication Design
Social Media	2 weeks	Manage promotional activities to maximize return on promotional investments.	Define the role of social media tools in marketing. Develop viral sport/event marketing strategies	a. Define the term “viral marketing.” b. Explain the importance of viral marketing. c. Describe principles of viral marketing. d. Discuss viral marketing strategies. e. Demonstrate procedures for developing viral marketing strategies.	DECA: Integrated marketing campaign event FBLA: Marketing, Sports & Entertainment Management, Social Media Campaign
Event materials	3 weeks	Manage promotional activities to maximize return on promotional investments.	Outline event materials used in the event planning process. Develop promotional calendar	a. Explain the uses of a promotional calendar of events. b. Describe the components of a promotional calendar or events. c. Discuss ways to feature sponsors in the promotional calendar of events. d. Demonstrate procedures for developing a promotional calendar of events.	DECA: Integrated marketing campaign event FBLA: Sports & Entertainment Management, Advertising, Social Media

					Campaign, Marketing
Event promotions	2 weeks	Manage promotional activities to maximize return on promotional investments.	Describe promotional opportunities to gain event exposure including cross-promotions, turnkey promotions, and sponsorship promotions.	Coordinate activities in the promotional mix Develop promotional calendar Prepare promotional budget Assess need to use promoters Set sponsorship objectives Write/Prepare sponsorship proposal Prepare sponsorship agreement	DECA: Integrated marketing campaign event, Virtual Business Sports FBIA: Sports & Entertainment Management, Advertising, Social Media Campaign, Marketing
Networking vs. network	1 week	Work with outside agencies to create marketing communications .	Differentiate between networking and building a network. Assess need to use promoters	a. Identify types of promoters. b. Describe responsibilities of promoters. c. Identify benefits associated with using promoters. d. Explain criteria/considerations for selecting promoters. e. Demonstrate procedures for assessing the need to use promoters.	FBIA: Social Media Campaign, Sports & Entertainment Management
Customer retention and experience	1-2 week	Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Define the importance of relationship building in business.	a. Sell venue b. Cultivate group sales c. Sell sport/event sponsorships d. Follow up with potential corporate sponsors e. Negotiate sport/event sponsorship contract f. Solicit grant/foundation money	DECA: Sales Project (PMSP) FBIA: Sports & Entertainment Management, Advertising, Marketing, Sales Presentation, Client Service,

					Hospitality Management
The selling process	2 weeks	Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Discuss the steps of the selling process.	Explain considerations in selling a venue. b. Discuss incentives that can be offered when selling a venue. c. Demonstrate procedures for selling a venue.	DECA: Professional selling events FBLA: Sports & Entertainment Management, Sales Presentation
Media and public relations	3 weeks	Utilize publicity/public relations activities to create goodwill with stakeholders.	Define media outlets and best practices for working with media	Recognize and discuss media types as well as the advantages and limitations of each <ul style="list-style-type: none"> ● Social media ● Print Media ● Broadcast Media ● Direct Mail ● Outdoor ● Specialty Media ● Other 	FBLA: Social Media Campaign, Broadcast Journalism, Sports & Entertainment Management, Advertising, Marketing
	3 weeks	Utilize publicity/public relations activities to create goodwill with stakeholders.	Define public relations and the relevant tools for implementation. Explain considerations in using special events as a sales-promotion strategy	a. Identify benefits of using special events as a sales-promotion strategy in sport/event marketing. b. Discuss barriers to using special events as a sales-promotion strategy in sport/event marketing. c. Explain the importance of project planning in creating special events plans. d. Discuss the benefits of using collateral materials for special events. e. Describe the need for image consistency in planning special events.	DECA: Community awareness project FBLA: Sales Presentation, Marketing, Sports & Entertainment Management, Graphic Design

				f. Demonstrate procedures for planning special events in sport/event marketing.	
Measurements of success	1 week	Assess marketing strategies to improve return on marketing investment	Identify and design tools for measuring event success.	Monitor and evaluate the performance of marketing plan Conduct post-sales follow-up activities to foster ongoing relationships with customers. Control sales activities to meet sales goals/objectives.	DECA: Sports and entertainment marketing operations research, Integrated marketing campaign event FBLA: Sports & Entertainment Management, Marketing, Advertising
Careers in Event/Sports Marketing	1 week	Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	Understand employment opportunities in the event/sports industry and their professional relationships	a. understanding professional designations for event planners b. Describe the requirements for various professional careers.	FBLA: Job Interview, Electronic Career Portfolio DECA: Principles Events