



**SPORTS MARKETING
SKILLS STANDARDS**



**Oklahoma Department of
Career and Technology Education**

OD1096

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Oklahoma Department of Career and Technology Education
Stillwater, Oklahoma

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COMPETENCY-BASED EDUCATION: OKLAHOMA'S RECIPE FOR SUCCESS

BY THE INDUSTRY FOR THE INDUSTRY

Oklahoma's *CareerTech* system of competency-based education uses industry professionals and certification standards to identify the knowledge and abilities needed to master an occupation. This industry input provides the foundation for development of instructional materials that help prepare the comprehensively trained, highly skilled employees demanded by our workplace partners.

TOOLS FOR SUCCESS

CareerTech relies on three basic instructional components to deliver competency-based instruction: skills standards, curriculum materials, and competency assessments.

Skills standards provide the foundation for competency-based instruction in Oklahoma's *CareerTech* system. The skills standards outline the knowledge, skills, and abilities needed to perform related jobs within an industry. Skills standards are aligned with national skills standards; therefore, a student trained to the skills standards possesses technical skills that make him/her employable in both state and national job markets.

Curriculum materials contain information and activities that teach students the knowledge and skills outlined in the skills standards. In addition to complementing classroom instruction, curriculum resources provide supplemental activities to enhance learning and provide hands-on training experiences.

Competency Assessments test the student over material outlined in the skills standards and taught using the curriculum materials. When used with classroom performance evaluations, written competency assessments provide a means of measuring occupational readiness.

Although each of these components satisfy a unique purpose in competency-based education, they work together to reinforce the skills and abilities students need to gain employment and succeed on the job.

MEASURING SUCCESS

Written competency assessments are used to evaluate student performance. Results reports communicate competency assessment scores to students and provide a breakdown of assessment results by duty area. The results breakdown shows how well the student has mastered skills needed to perform major job functions and identifies areas of job responsibility that may require additional instruction and/or training.

Group analysis of student results also provides feedback to instructors seeking to improve the effectiveness of career and technology training. Performance patterns in individual duties indicate opportunities to evaluate training methods and customize instruction.

TRUE TO OUR PURPOSE

"Helping Oklahomans succeed in the workplace" defines the mission of Oklahoma *CareerTech* and its competency-based system of instruction. Skills standards, curriculum, and assessments that identify and reinforce industry expectations provide accountability for programs and assure *CareerTech*'s continued role in preparing skilled workers for a global job market

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SPORTS MARKETING SKILLS STANDARDS
SPORTS MARKETING SPECIALIST
Frequency and Criticality Ratings

- Duty A: Prepare for Career Success
- Duty B: Demonstrate Knowledge of General Marketing and Business Concepts
- Duty C: Understand Fundamentals of Economics
- Duty D: Develop Personal Selling Skills
- Duty E: Manage Marketing Information
- Duty F: Understand Promotion
- Duty G: Manage Human Resources
- Duty H: Demonstrate Knowledge of Law and Ethics in Sports & Entertainment Marketing
- Duty I: Understand Sports Marketing
- Duty J: Use Public Relations in Sports Marketing
- Duty K: Understand Endorsements, Licensing, and Sponsorship

Frequency: represents how often the task is performed on the job. Frequency rating scales vary for different occupations. The rating scale used in this publication is presented below:

- 1 = less than once a week
- 2 = at least once a week
- 3 = once or more a day

Criticality: denotes the level of consequence associated with performing a task incorrectly. The rating scale used in this publication is presented below:

- 1 = slight
- 2 = moderate
- 3 = extreme

DUTY A: Prepare for Career Success

CODE	TASK
	Act Responsibly
A.01	Define "responsible behavior"
A.02	Explain the importance of acting in a business environment
A.03	Demonstrate responsible behavior in business environment
	Set Goals
A.04	Define "goal"
A.05	Describe the benefits of setting goals
A.06	Identify the major categories of goals
A.07	Explain the importance of self-understanding in identifying appropriate goals
A.08	Describe guidelines to follow when setting goals
A.09	Use personal feedback for growth
	Adjust to Change
A.10	Describe the impact of change on workers
A.11	Cope with change in an effective manner
	Maintain Personal Appearance

A.12	Explain the importance of personal appearance in marketing occupations
A.13	Identify practices that contribute to good personal health
A.14	Identify desirable personal grooming habits
A.15	Identify important considerations in determining appropriate dress
	Handle Customer Complaints
A.16	Identify reasons for customer complaints
A.17	Properly handle customer complaints
	Demonstrate Personal Traits Desirable to Employers
A.18	Manage time effectively
A.19	Identify personal characteristics necessary for a career in sports marketing
	Obtain Employment in Sports Marketing
A.20	Identify careers in sports marketing industry
A.21	Discuss preparation needed for career in sports marketing
A.22	Develop a plan for a career in sports marketing
A.23	Prepare a resume
	Obtain Employment in Sports Marketing
A.24	Write a letter of application (cover letter)
A.25	Complete an employment application
A.26	Prepare for an interview

DUTY B: Demonstrate Knowledge of General Marketing and Business Concepts

CODE	TASK
	Marketing Concepts
B.01	Explain the concept of marketing
B.02	Explain the nature of the marketing concept
B.03	Explain how marketing affects our society
B.04	Demonstrate an awareness of customs and cultural differences in the global marketplace
	Marketing Functions
B.05	Explain the marketing functions
B.06	Discuss the importance of each marketing function
	Marketing Identification
B.07	Explain the nature of the marketing mix
B.08	Explain the importance of marketing strategies
	Marketing Research
B.09	Discuss the purposes of marketing research
	Marketing Plan
B.10	Discuss the purpose of a marketing plan
B.11	Understand the components of a strategic marketing plan
B.12	Discuss the impact of cultural influences on developing a marketing plan
B.13	Develop a marketing plan

DUTY C: Understand Fundamentals of Economics

CODE	TASK
	Private Enterprise
C.01	Discuss the characteristics of a private enterprise system
C.02	Discuss the economic freedoms that exist in a private enterprise system
	Competition
C.03	Explain the nature of competition
C.04	Explain the effects of competition in a private enterprise economy
	Business Cycles

C.05	Explain the phases of a business cycle
C.06	Summarize the causes of a business cycle

DUTY D: Develop Personal Selling Skills

CODE	TASK
	Understand Personal Selling
D.01	Explain the nature of selling
D.02	Explain the importance of selling in our economy
D.03	Explain the personal characteristics essential to selling
	Understand Customer Buying Decisions
D.04	Identify Types of customer buying decisions
D.05	Assist customers in reaching favorable buying decisions
	Use Buying Motives
D.06	Explain why customers buy
D.07	Classify customer buying motives
	Open a Sale
D.08	Explain the nature of a good approach in selling
D.09	Identify the types of approaches
D.10	Explain when to approach
D.11	Demonstrate opening a sale
	Feature-Benefit Selling
D.12	Explain the importance of relating product or service features to customer benefits
D.13	Explain how to prepare for feature-benefit selling
D.14	Use feature-benefit selling
	Demonstrate Products
D.15	Explain the importance of product demonstration in selling
D.16	Explain how to select a product for demonstration
D.17	Demonstrate a product
	Handle Objections
D.18	Explain the nature of objections in selling
D.19	Identify the types of objections
D.20	Identify methods for handling objections
D.21	Demonstrate skill in handling objections
	Use Substitute Selling
D.22	Explain the benefits of substitute selling
D.23	Use substitute selling
	Close the Sale
D.24	Identify techniques used in closing sales
D.25	Demonstrate how to close a sale
	Use Suggestion Selling
D.26	Explain the importance of using suggestion selling
D.27	Identify types of items appropriate for suggestion selling
D.28	Demonstrate proper procedures to use in suggestion selling
	Address Individual Needs
D.29	Identify types of customer personalities
D.30	Handle different types of customer personalities
	Build Clientele
D.31	Explain the importance of customer/client loyalty
D.32	Explain sales techniques that build customer loyalty
	Use Prospecting
D.33	Explain the importance of prospecting in selling
D.34	Discuss methods of prospecting

D.35	Maintain/use a prospect list
	Understand Sales Quotas
D.36	Describe the reasons for using sales quotas
D.37	Explain the types of sales quotas
	Use Probing
D.38	Explain the importance of probing for information
D.39	Describe probing techniques
D.40	Probe for information in a sales situation
	Understand Sales Training
D.41	Explain the importance of sales training
D.42	Describe the content of sales training programs

DUTY E: Manage Marketing Information

CODE	TASK
	Marketing-Information Management
E.01	Explain the importance of marketing information
E.02	Describe the characteristics of marketing information management systems
E.03	Explain the role of marketing-information management in marketing
E.04	Describe the need for balance between privacy and marketing information
E.05	Conduct research <ul style="list-style-type: none"> • Competitor intelligence • Customer surveys • Demographic information analysis
E.06	Identify ways to customize marketing efforts

DUTY F: Understand Promotion

CODE	TASK
	Promotion
F.01	Define the marketing function of promotion
F.02	Explain the role of promotion in marketing
F.03	Describe the objective in promotion
F.04	Understand the elements of promotion
F.05	Understand the tools used in promotion
	Types of Promotion
F.06	Describe the types of promotion
F.07	Discuss the advantages and disadvantages of promotional activities
	Promotional Mix
F.08	Describe the elements of the promotional mix
F.09	Explain the factors affecting the selection of a promotional mix
	Types of Promotional Media
F.10	Describe the types of promotional media
F.11	Explain the appropriate uses of each medium
	Internet/Web-Based Advertising
F.12	Compare and contrast types of web-based advertising <ul style="list-style-type: none"> • E-mail • Banners • Web sites
F.13	Write copy for a web-based advertisement
F.14	Design a banner advertisement
F.15	Utilize e-mail for solicitation

	Promote Through Publicity
F.16	Explain the characteristics of publicity
F.17	Discuss the importance of publicity
F.18	Discuss guidelines for obtaining publicity
	Identify Parts of Broadcast Advertisements
F.19	Discuss types of broadcast media
F.20	Write copy for broadcast advertising <ul style="list-style-type: none"> • Storyboarding
F.21	Produce a broadcast advertisement
	Prepare Print Advertisements
F.22	Explain the factors that influence copy
F.23	Describe the guidelines for writing copy
F.24	Prepare copy for a print ad
	Select Promotional Media
F.25	Identify factors involved in selecting promotional media
F.26	Select appropriate advertising media
F.27	Discuss the importance of targeting message audience
F.28	List the factors affecting the cost of promotion
	Cooperative Advertising
F.29	Define cooperative advertising
F.30	Discuss the implications of cooperative advertising
F.31	Identify the advantages and disadvantages of cooperative advertising
	Bartering/Trade Advertising
F.32	Define bartering/trade advertising
F.33	Discuss the implications of bartering/trade advertising
F.34	Identify the advantages and disadvantages of bartering/trade advertising
	Public Service Announcements
F.35	Discuss issues surrounding public service announcements <ul style="list-style-type: none"> • Inventory • FCC guidelines
F.36	Develop a public service announcement
	Advertising Budgets
F.37	Discuss factors that affect allocation of advertising budget
F.38	Develop an annual advertising plan

DUTY G: Manage Human Resources

CODE	TASK
	Staff Motivation
G.01	Explain "motivation"
G.02	Describe theories of employee motivation
G.03	Describe the nature of employee motivators
	Remedial Action
G.04	Explain the need for remedial action
G.05	Explain the guidelines for taking remedial action

DUTY H: Demonstrate Knowledge of Law and Ethics in Sports Marketing

CODE	TASK
H.01	Discuss legal and ethical issues of using sports talent <ul style="list-style-type: none"> • Releases
H.02	Discuss the purpose of advertising disclosures

H.03	Identify situations requiring disclosures
H.04	List agencies that monitor legal and ethical issues in sports marketing
H.05	Discuss professional affiliations required to represent sports talent
H.06	Give examples of major union groups in the sports industry
H.07	Discuss role of unions in sports
H.08	List the advantages and disadvantages of union membership in sports industry
H.09	Discuss the importance and purpose of copyright laws
H.10	Discuss the need for contracts
H.11	Identify the basic elements of a contract
H.12	Compare and contrast types of business relationships in sports marketing <ul style="list-style-type: none"> • Licensing • Sponsorship • Endorsement • Franchising
H.13	Discuss ethical and legal issues that extend beyond licensing, copyrights, and trademarks
H.14	Discuss the consequences of improper behavior in Sports Marketing

DUTY I: Understand Sports Marketing

CODE	TASK
I.01	Discuss the impact of marketing on profitability in the sports industry
I.02	Understand the types of financing related to sports marketing
I.03	Understand risk management in sports marketing
I.04	Discuss marketing trends in sports
I.05	Describe sports that have become increasingly popular internationally
I.06	Describe ways that sports marketing has increased international awareness of sports
I.07	Understand the market potential for sports
I.08	Understand the economic and social benefits of sports
I.09	Discuss the impact of emotional ties of fans to sports on an athlete's earning power
I.10	Identify sports marketing strategies
I.11	Understand the role of sports agents
I.12	Describe the distribution process for sports teams and organizations
I.13	Discuss the relationship between a player's ethical behavior and promotional value
I.14	Explain methods of advertising sports events
I.15	Discuss the advantages and disadvantages of methods of advertising methods used in sports marketing
I.16	Discuss challenges of marketing special events and type of sports <ul style="list-style-type: none"> • Olympics • Women's Athletics • Special Olympics

DUTY J: Use Public Relations in Sports Marketing

CODE	TASK
J.01	Discuss the importance of positive public relations in sports marketing
J.02	Define the goal of public relations
J.03	Identify the role of public relations firms in sports marketing
J.04	Identify the components of a public relations "Plan of Action"
J.05	Define "goodwill"
J.06	Discuss the relationship between athletes and public goodwill
J.07	List ways of enhancing public relations in sports marketing

J.08	Identify the purposes of fan clubs
J.09	List benefits of fan clubs
J.10	Discuss the impact of fan behavior on public relations
J.11	Discuss the impact of media in shaping public perception of sports entities <ul style="list-style-type: none"> • Athlete • Team • Sport • School

DUTY K: Understand Endorsements, Licensing and Sponsorship

CODE	TASK
	Endorsements
K.01	Define endorsements
K.02	Discuss the restrictions on endorsements
	Licensing
K.03	Identify the benefits of licensing to a team
K.04	Describe successful sports licensees
K.05	Discuss the importance of marketing research before entering a licensing agreement
K.06	Discuss the importance of brand/license protection <ul style="list-style-type: none"> • Black Market
	Sponsorship
K.07	Discuss sponsorship of sports teams and organizations
K.08	Discuss the levels of sports sponsorship <ul style="list-style-type: none"> • Individual • Corporate • Fund-raising
K.09	Explain the significance of fund-raising activities in sports marketing
K.10	Describe the types of fund-raising activities in sports marketing
K.11	Discuss how sponsors invest in sports teams and organizations
K.12	Identify the benefits of sports sponsorship <ul style="list-style-type: none"> • Team • Sponsor
K.13	Explain how sports organizations and their sponsors develop an athlete's character
K.14	Discuss the role of television in sports sponsorships <ul style="list-style-type: none"> • Scheduling
K.15	Define prohibited sponsorship
K.16	Describe successful sports sponsorships
K.17	List ways to balance obligations to fans, sponsors, and sports governing bodies

**SPORTS MARKETING SKILLS STANDARDS
CROSSWALKED TO
MARKETING ED AND S & E MARKETING CURRICULUMS**

DUTY	DESCRIPTION	Mark Ed	S & E Mktg
A	Prepare for Career Success	HR5, HR6, HR8, HR13, HR23, OK2, OK3	Ch. 7, 8, 10
B	Demonstrate Knowledge of General Marketing and Business Concepts	MB1 MB2 MB5	Ch. 1, 11
C	Understand Fundamentals of Economics	EC15, EC8, EC9	
D	Develop Personal Selling Skills	SE117, SE108, SE102, SE101, SE113, SE103, SE100, SE111, SE107, SE110, SE112, SE115, SE116, SE118, SE120, SE124	Ch. 1
E	Manage Marketing Information	IM2	Ch. 1, 9
F	Promotion	PR2, PR4, PR1, PR3, PR5, PR8, PR7, PR9	Ch. 1, 4
G	Demonstrate the Ability to Manage Human Resources	MN47, MN53	
H	Demonstrate Knowledge of Basic Sports Marketing Concepts		Ch. 11, 12, 2, 3, 4
I	Demonstrate Knowledge of Sports Marketing		Ch. 4, 7, 3,
J	Understand Public Relations in Sports Marketing		Ch. 5, 7
K	Demonstrate Knowledge of Endorsements, Licensing, and Sponsorship		Ch. 3, 4, 5