

Sports, Recreation, and Entertainment Management

Sports, Recreation, and Entertainment Management is a one-credit course taught in grades 9-12. This is a course designed to provide students with an opportunity to gain in-depth knowledge and skills related to the growing sports, recreation, and entertainment industries. The concepts of facility design, merchandising, advertising, public relations/publicity, event marketing, sponsoring, ticket distributions and careers related to these industries are the major concepts addressed in the course.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

The Industries

The student will:

1. Investigate the history of the sports, recreation, and entertainment industries.
2. Determine the types of activities that are associated with the sports, recreation, and entertainment industries.
3. Compare the different types of business ownerships found in the sports, recreation, and entertainment industries.

Economics

4. Explain the economic impact of the sports, recreation, and entertainment industries on today's financial market.
5. Analyze the economic impact of the sports, recreation, and entertainment industries on the travel and tourism industries.
6. Define the gross and net profit as it relates to the sports, recreation, and entertainment industries.
7. Determine factors that impact profit when making pricing decisions related to activities, products, and services offered in the sports, recreation, and entertainment industries.

Sports, Recreation, and Entertainment Management

8. Describe typical consumers who attend sports, recreation, and entertainment events.
9. Compare amateur sports to professional sports.
10. Explain the importance of women's sports in the sports, recreation, and entertainment industries.
11. Describe the types of businesses included in the entertainment industry.
12. Identify types of indoor and outdoor recreational activities available to consumers.

13. Determine the impact of international participation in the sports, recreation, and entertainment industries.
14. Determine criteria for selecting locations, facility designs, outlets, and venues for sports, recreation and entertainment events.

Public Relations, Marketing, and Branding

15. Explain the role of market research on decisions made in the sport, recreation, and entertainment industries.
16. Analyze the impact of advertising and sales promotion on the sports, recreation, and entertainment industries.
17. Explain how the marketing mix is used in making decisions affecting the sports, recreation, and entertainment industries.
18. Define the term public image and determine how it impacts businesses within the sports, recreation, and entertainment industries.
19. Determine the significance of and the need for brand identity, brand marks, and trademarks in the sports, recreation, and entertainment industries.
20. Assess the importance of sponsorships and endorsements, including how athletes and celebrities are brands and their endorsements of a product may influence sales.
21. Explain the purpose and promotional methods used for sport camps and clinics.
22. Develop a business plan and marketing plan for a product/service available in the sports, recreation and entertainment industries.

Laws, Regulations, and Licensing

23. Identify the local, state, and federal regulations and laws that relate to the sports, recreation, and entertainment industries.
24. Explain the importance of entertainment product licensing and the aspects of collecting royalties.
25. Discuss how products are licensed and how licensed goods are merchandised.
26. Explain how ethics impacts the industry.
27. Describe intellectual property rights such as copyrights, patents, and trademarks that impact the sports, recreation, and entertainment industries.
28. Interpret the laws related to fundraising, athletic tax preparation and reporting, tax records, and estate planning of athletes.
29. Define the role of a sports agent.

30. Analyze the laws sports agents must comply with when representing a client.
31. Describe the steps in contract negotiations and draft preparation in the sports industry.
32. Explain how a sports figure and an entertainer can be successful in the motivational lecture circuit and the publishing industry.
33. Analyze and explain the NCAA rules and regulations related to the sports industry.

Client Management

34. Explain how to retain clients in a competitive business.
35. Analyze how communication, conflict resolution, personality traits, and negotiations with clients all affect business opportunities.
36. Describe how corporations use sports, recreation, and entertainment events to motivate employees and impress clients.

Safety

37. Determine the risks and safety strategies implemented at concerts, sporting events, and large public venues.
38. Discuss ways technology has impacted security and safety in the sports, recreation, and entertainment industries.

Product Management

39. Identify sports, recreation, entertainment products/product lines, and services available for consumers to purchase at sports, recreation, and entertainment events.
40. Identify sports, recreation, and entertainment services provided to customers participating in the sports, recreation, and entertainment events.
41. Identify factors that determine ticket prices.
42. Describe the steps involved in event planning.
43. Plan, organize, and market an event within the sports, recreation, and entertainment industries.

Careers and Technology

44. Investigate career opportunities, credentials, educational requirements and entrepreneurial endeavors available in the sports, recreation, and entertainment industries.
45. Explain the significance of a media skills set including various forms of technology, communication, writing, social networks, press materials, promotions, and public speaking in the sports, recreation, and entertainment management field.

46. Describe the technical demands involved in the industry; including recording, video, audio, lighting, stage set-up, acoustics, and music.
47. Explain how technology has impacted the sport, recreation, and entertainment industries.