
ENTERTAINMENT MARKETING, 52.1800.40

An Industry Standards Validation Committee approved these standards on December 2, 2015. Standard 2.0 is aligned with Arizona's High School Social Studies Standard, Strand 5: Economics. The Arizona Career and Technical Education Quality Commission, the validating authority for the Arizona Skills Standards Assessment System and the end-of-program assessments, certificates, and transcripts, endorsed these standards on May 12, 2016. The first testing date for the end-of-program assessment for Entertainment Marketing using the new standards is Fall 2017.

STANDARD 1.0 ANALYZE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS AND MARKETING DECISIONS

- 1.1 Describe the five management functions: planning, organizing, staffing, coordinating, and controlling
- 1.2 Describe the methods an organization uses to manage its resources (e.g., revenue streams, inventory, human skills, production of goods and services, information technology)
- 1.3 Describe the roles of support staff, supervisors, and managers in achieving an organization's goals
- 1.4 Examine the relationship of departments in an organization (e.g., Production, Research and Development, Purchasing, Human Resources, Accounting and Finance) to the marketing function
- 1.5 Differentiate among break even, sales forecast, and expense forecast in developing a marketing budget
- 1.6 Describe the impact of quality internal and external communications on the success of a business
- 1.7 Explain the effect of cultural and generational differences on communications with co-workers and customers
- 1.8 Examine the relationship between customer service and customer satisfaction to business success
- 1.9 Describe methods used to monitor and adjust business operations (e.g., progress reports, data analyses on results, potential expenses, revenue streams, etc.)

STANDARD 2.0 ANALYZE ECONOMIC CONCEPTS FUNDAMENTAL TO MARKETING

- 2.1 Explain current economic systems (e.g., capitalism, mixed economy, socialism)
- 2.2 Explain the principles of supply and demand
- 2.3 Discuss the concept of competition
- 2.4 Explain forms of business competition (e.g., pure competition, monopoly, oligopoly, etc.)
- 2.5 Differentiate between private and nonprofit organizations
- 2.6 Explain the concept of productivity
- 2.7 Define economic indicators and trends (e.g., Gross Domestic Product, Consumer Price Index, money supply, etc.)
- 2.8 Explain business cycles and the impact on business activities
- 2.9 Explain the effects of international trade
- 2.10 Examine the impact of cultural and social environments on world trade
- 2.11 Explain the economic impact that live entertainment, sports, and travel and destination marketing has on a community

STANDARD 3.0 ANALYZE PRICING STRATEGIES FUNDAMENTAL TO MARKETING

- 3.1 Define the concept of pricing
- 3.2 Identify factors affecting pricing decisions (e.g., organizational objectives, organizational costs, competition, buyers perception of quality and value)
- 3.3 Describe approaches to setting base price (e.g., cost-based pricing, customer-based pricing, competitor-based pricing)
- 3.4 Identify strategies for pricing new products (e.g., penetration pricing and skimming)
- 3.5 Explain the three pricing goals [e.g., return on investment (ROI), meeting competition, gaining market share]
- 3.6 Calculate ROI
- 3.7 Calculate Markup Pricing

STANDARD 4.0 ANALYZE SELLING CONCEPTS FUNDAMENTAL TO MARKETING

- 4.1 Describe the key factors of a successful sales strategy (e.g., knowing the customers, knowing the products/services, knowing the selling process)
- 4.2 Identify the features and benefits of products and services
- 4.3 Determine strategies used to identify customer needs and buying behaviors
- 4.4 Identify opportunities for selling (e.g., events, cold calls, tickets, hotel amenities, destination, etc.)

STANDARD 5.0 ANALYZE PRODUCT/SERVICE MARKETING MIX

- 5.1 Define product/service marketing mix (e.g., product, price, promotion, distribution)
- 5.2 Explain product extension and product enhancement
- 5.3 Explain the impact of product life cycle on marketing decisions
- 5.4 Describe product delivery methods/channels of distribution
- 5.5 Explore the nature and scope of product/service management

STANDARD 6.0 ANALYZE THE IMPORTANCE OF BRANDING

- 6.1 Define brand and brand elements (e.g., logo, slogan, jingle, materials, website, packaging)
- 6.2 Compare and contrast types of brands (e.g., service brand, retail brand, product brand)
- 6.3 Identify the steps of brand building (e.g., define it, differentiate it, present it, review it)
- 6.4 Examine features and benefits of branding, including emotional and experiential benefits
- 6.5 Examine branding techniques that impact customer retention/loyalty (e.g., rewards, deals, options, family packages, fan clubs, giveaways, loyalty cards)
- 6.6 Identify factors used to define brand positioning (e.g., brand attributes, customer expectations, competitor attributes, price, customer perceptions)

STANDARD 7.0 ANALYZE ADVERTISING AND PROMOTIONAL STRATEGIES TO COMMUNICATE INFORMATION

- 7.1 Explain the role of promotion
- 7.2 Describe the elements of the promotional mix (e.g., personal selling, advertising, direct marketing, sales promotion, public relations)
- 7.3 Differentiate among joint venture, partnership, sponsorship, and endorsement
- 7.4 Compare types of advertising and promotional strategies [e.g., television ads, print publications, static and digital billboard, social media (Twitter, Facebook), tech integration (mobile and app), websites, direct mail]
- 7.5 Explain “out-of-home” advertising or OOH placements (e.g., static and digital billboards, public transit advertising, mall advertising)
- 7.6 Identify the components of advertisements (e.g., objectives, budget, media, message, evaluation of results)
- 7.7 Explain the role of product design and visual merchandising
- 7.8 Compare and contrast the benefits of target marketing and mass marketing
- 7.9 Describe public relations efforts for the development of “pitches” and press releases and working with the news media

STANDARD 8.0 ANALYZE THE ROLE OF TECHNOLOGY FUNDAMENTAL TO MARKETING

- 8.1 Define online engagement channels (e.g., email, social media, pay-per-click, SEO)
- 8.2 Explain the roles and responsibilities of digital marketing [e.g., marketing automation, customer relation management (CRM), content management software (CMS), social media management, analytics]
- 8.3 Explain the common metrics within digital marketing (e.g., generated leads, generated revenue, number of visits, number of conversions)
- 8.4 Identify the key features of online marketing campaigns
- 8.5 Describe strategies for gathering marketing intelligence (e.g., sales force, channel partners, networking with competition, market research, social media)

STANDARD 9.0 ANALYZE EVENT PLANNING STRATEGIES AND TECHNIQUES

- 9.1 Identify factors that ensure quality customer experience [e.g., targeted advertising/communication, services that are easy to access and use, personal relationships, appropriate payment system, effective complaint process, after-sales services (evaluation/feedback)]
- 9.2 Identify the design, theme, and venue for an event
- 9.3 Identify the demographics of the target audience (e.g., age ranges, marital status, gender, educational level, attitudes and beliefs, disposable income)
- 9.4 Identify human resources needs in planning and conducting an event (e.g., leadership/management, specialized teams, volunteers)
- 9.5 Identify additional services/contracts needed in conducting an event (e.g., talent; box office operations, hotel/travel accommodations, catering/food services, photographers/media presence, security)

- 9.6 Make estimates for event-related costs and identify potential revenue streams (e.g., ticket sales, food and beverage sales, etc.) needed to develop an event budget
- 9.7 Identify event regulations, permits, and health and safety requirements for the city and state in which the event will occur
- 9.8 Describe a contingency plan due to weather, parking, cancellation of talent, etc.
- 9.9 Identify method(s) for obtaining evaluation and feedback

STANDARD 10.0 ESTABLISH THE ESSENTIALS FOR AN EVENT MARKETING PLAN

- 10.1 Conduct research to determine marketability of products and services
- 10.2 Describe the targeted audience, including demographics
- 10.3 Identify branding elements
- 10.4 Determine the pricing strategy
- 10.5 Determine the distribution plan
- 10.6 Describe any special deals and/or options
- 10.7 Identify marketing materials and technology to be developed
- 10.8 Identify advertising and promotional strategies
- 10.9 Identify joint ventures, partnerships, sponsorships, and/or endorsements
- 10.10 Determine a customer retention strategy (e.g., newsletter, customers' loyalty program)
- 10.11 Determine expected sales revenues and financial projections
- 10.12 Identify strategies to determine success and methods to collect the data

STANDARD 11.0 ANALYZE LIVE ENTERTAINMENT MARKETING

- 11.1 Identify types of live entertainment (e.g., theater, concerts, festivals, amusement parks, opera, ballet)
- 11.2 Examine event venues and factors that affect attendance
- 11.3 Explain customer engagement with one another, with a company, or with a brand
- 11.4 Explain how technology has advanced the evolution of live entertainment marketing
- 11.5 Develop an event plan
- 11.6 Develop a marketing plan for an event
- 11.7 Distinguish among the products and services of live entertainment
- 11.8 Describe careers and employment opportunities in the live entertainment industry

STANDARD 12.0 ANALYZE SPORTS MARKETING

- 12.1 Describe the stages of sports marketing (e.g., identify opportunities, develop the marketing strategy, plan the marketing mix, implement and control the strategy)
- 12.2 Distinguish among collegiate athletics, amateur sports, professional sports, and recreational sports
- 12.3 Describe legal issues of licensure and logo ownership in relationship to sports
- 12.4 Define the roles of agents, scouts, and managers
- 12.5 Describe the services provided by sports marketing firms
- 12.6 Distinguish among products and services provided by the sports industry
- 12.7 Develop an event plan
- 12.8 Develop a marketing plan for an event
- 12.9 Describe careers and employment opportunities in the sports marketing industry

STANDARD 13.0 ANALYZE TRAVEL AND DESTINATION MARKETING

- 13.1 Identify factors that motivate people to travel (e.g., relaxation, adventure, experience, family and friends, work and job)
- 13.2 Describe factors affecting the travel and tourism industry (e.g., events, seasons, currency rate for international travel, redevelopment or transformation of an area, government support, travel trends)
Describe how technology is changing the travel and tourism industry [e.g., smartphone for remote check-in and GPS service, biometrics (i.e., airport kiosks for photographing and fingerprinting), shared economy (i.e., Airbnb and Uber), social media (i.e., access to up-to-date reviews)]
- 13.3

- 13.4 Describe marketing services offered by destination marketing organizations (DMS) (e.g., government agencies, visitor centers, chambers of commerce)
- 13.5 Describe sources of revenue for the travel and tourism industry (e.g., lodging, dining, attractions, events)
- 13.6 Distinguish types of lodging (e.g., RV parks, select hotels and resorts, full service, extended stay, bread and breakfast)
- 13.7 Develop an event plan
- 13.8 Develop a marketing plan for an event
- 13.9 Describe careers and employment opportunities in the travel tourism hospitality industry