

## ENTERTAINMENT MARKETING, 52.1800.40

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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.

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### **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
- 9.2 easy to access and use, personal relationships, appropriate payment system, effective complaint process, after-sales services (evaluation/feedback)]
- 9.3 Identify the design, theme, and venue for an event
- 9.4 Identify the demographics of the target audience (e.g., age ranges, marital status, gender, educational level, attitudes and beliefs, disposable income)
- 9.5 Identify human resources needs in planning and conducting an event (e.g., leadership/management, specialized teams, volunteers)
- 9.6 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)
- 9.7 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
- 9.8 Identify event regulations, permits, and health and safety requirements for the city and state in which the event will occur
- 9.9 Describe a contingency plan due to weather, parking, cancellation of talent, etc.
- 9.10 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)
- 13.3 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)]
- 13.4 Describe marketing services offered by destination marketing organizations (DMO) (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, bed 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