

SPORTS AND ENTERTAINMENT MARKETING TEAM EVENT

INSTRUCTIONAL AREA Selling/Promotion

PERFORMANCE INDICATORS

1. Explain the nature and scope of the selling function.
2. Explain key factors in building a clientele.
3. Discuss motivational theories that impact buying behavior.
4. Explain the concept of market and market identification.
5. Describe the use of technology in the promotion function.
6. Identify communications channels used in sales promotion.
7. Coordinate activities in the promotional mix.

DESCRIPTION: Knowledge of ticket sale strategies

INSTRUCTIONAL AREA Financial Analysis

PERFORMANCE INDICATORS

1. Explain the nature of financial needs.
2. Describe sources of income.
3. Explain the nature of overhead/operating costs.
4. Demonstrate a customer-service mindset.
5. Describe current business trends.
6. Explain the nature of risk management.
7. Describe legal issues affecting businesses.

DESCRIPTION: Knowledge of balancing budgets