

SPORTS AND ENTERTAINMENT MARKETING INDIVIDUAL SERIES EVENT

INSTRUCTIONAL AREA

Pricing

PERFORMANCE INDICATORS

1. Describe the need for financial information.
2. Explain factors affecting pricing decisions.
3. Explain the nature and scope of the pricing function.
4. Track cost data.
5. Prepare sales analysis reports.

DESCRIPTION: Knowledge of sports merchandise

INSTRUCTIONAL AREA

Promotion

PERFORMANCE INDICATORS

6. Explain the nature of effective communications.
7. Explain the components of advertisements.
8. Explain the importance of coordinating elements in advertisements.
9. Describe the elements of design.
10. Describe the use of color in advertisements.

DESCRIPTION: Knowledge of graphic design