
SPORTS & ENTERTAINMENT MANAGEMENT

Overview

This event provides recognition for FBLA members who possess the basic principles of sports and entertainment management.

This is a team event composed of two or three members. This event consists of two parts: an objective test and a performance. The objective test is taken collaboratively by the team members and the top fifteen teams scoring the highest on the objective test will advance to the final round and participate in the performance component.

Competencies and Task Lists

http://www.fbla-pbl.org/docs/ct/FBLA/sports_and_entertainment_management.pdf

Website Resources

- AthleticBusiness.com
<http://athleticbusiness.com>
- Jobs in Sports
<http://www.jobsinsports.com>
- NACDA Job Center
<http://www.nacda.com/nacdajobs/nacda-nacdajobs.html>
- NCAA - National Collegiate Athletic Association
<http://www.ncaa.org/>
- What is Sports Management?
http://coe.winthrop.edu/coe/health-pe/sportmanagement/spma_info.htm
- Work in Sports
<http://www.workinsports.com/home.asp>

SPORTS & ENTERTAINMENT SAMPLE QUESTIONS

1. Which one of the following factors influences a fan's decision to attend or watch a game would be for fans who are rewarded with a sense of accomplishment when their team performs well?
 - a. self-esteem enhancement
 - b. family ties
 - c. diversion from everyday life
 - d. economic

Competency: Sports Marketing/Strategic Marketing

2. Sports marketing involves the creation and maintenance of:
 - a. satisfying exchange relationships
 - b. financial resources
 - c. a favorable image
 - d. sales

Competency: Sports Marketing/Strategic Marketing

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3. Gathering and using information about customers to improve business decision making involves:
- a. product/service management
 - b. marketing-information management
 - c. distribution
 - d. publicity

Competency: Sports Marketing/Strategic Marketing

4. Due to the large television audience for the Super Bowl, a 30-second commercial can cost up to:
- a. \$100,000
 - b. \$2 million
 - c. \$1 million
 - d. \$500,000

Competency: Sports Marketing/Strategic Marketing

5. _____ segmentation focuses on a customer's attitude toward products and services.
- a. Behavioral-based
 - b. Psychographics
 - c. Demographics
 - d. Geographic

Competency: Sports Marketing/Strategic Marketing

6. _____ is the control of financial and personal injury loss from sudden, unforeseen, and unusual accidents and intentional torts.
- a. Risk management
 - b. Coordinating the event
 - c. Staging the event
 - d. Crowd management

Competency: Facility and Event Management

7. _____ is the pre-arranged percentage used to divide various sources of revenue between the promoter and the facility.
- a. Split
 - b. Work order
 - c. Budget
 - d. Boilerplate

Competency: Facility and Event Management

8. Evaluating the success of a sport event is part of the _____ process.
- a. controlling
 - b. implementing
 - c. planning
 - d. organizing

Competency: Facility and Event Management

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9. Fan misbehavior is:
- a. limited to professional sports
 - b. not a major concern for college officials
 - c. dangerous for players and spectators
 - d. highly contained at college sporting events

Competency: Facility and Event Management

10. ____ involves matching the best employees with the tasks that must be completed.
- a. Orientation
 - b. Coordinating
 - c. Performance evaluation
 - d. Feedback

Competency: Human Resource Management (Labor Relations)

11. The ____ is a legal representative of an athlete or celebrity.
- a. general manager
 - b. scout
 - c. agent
 - d. professional team owner

Competency: Human Resource Management (Labor Relations)

12. Amateur sports have done all of the following **except**:
- a. created new financial energy for small communities
 - b. increased the sales of sports equipment
 - c. increased the sales of sports utility vehicles
 - d. involved only youth

Competency: Overview of Sports Industry

13. Microeconomics:
- a. is not used in the planning of sport events
 - b. studies the behavior of the entire economy
 - c. studies the behavior of all 90,00 fans who attend the college football game
 - d. studies the relationship between a season ticket holder and the associated university

Competency: Financing and Economic Input

14. The study of economics of sport events for an entire society is referred to as:
- a. macroeconomics
 - b. social economics
 - c. microeconomics
 - d. economic utility

Competency: Financing and Economic Input

15. ____ leadership often results in a decline in employee performance.

- a. Democratic
- b. Situational
- c. Open
- d. Autocratic

Competency: Management and Leadership in Sports

16. Teams that work as cohesive units and address work tasks without management direction are:

- a. autonomous teams
- b. new venture development teams
- c. semi-independent teams
- d. problem-solving teams

Competency: Management and Leadership in Sports

17. Title IX requires universities to:

- a. pay athletes since they do not have time to work at a job
- b. offer female sports programs
- c. share revenue with other conference members
- d. report all revenue to the NCAA

Competency: Sports Law

18. To prove negligence, a plaintiff must prove all of the following elements **except**:

- a. injury
- b. breach of duty
- c. proximate cause
- d. acceptance of responsibility

Competency: Sports Law

19. A viral campaign:

- a. involves smearing a competing team with negative publicity
- b. occurs on all the major television networks
- c. involves a few online mentions turning into a buzz about an event
- d. involves developing a major publicity campaign

Competency: Communication in Sports (Media)

20. Game day image involves all of the following **except**:

- a. cleanliness and safety of the sports facilities
- b. the opponent
- c. athletes and the team
- d. behavior of the local fans

Competency: Communication in Sports (Media)

21. ____ is a useful approach to leadership in sports management since it is a philosophy based upon free will and the responsibility for action.

- a. Self-actualization
- b. Authenticity
- c. Moral value
- d. Existentialism

Competency: Ethics

22. The impact of performance-enhancing drugs used by athletes is:

- a. negative publicity for the sport
- b. a viral campaign
- c. winning and satisfied fans
- d. positive feedback from the media

Competency: Ethics

23. A ____ is the legal protection of words and symbols used by a company.

- a. copyright
- b. licensed brand
- c. trademark
- d. royalty

Competency: Licensing

24. State fairs:

- a. face stiff competition from amusement parks and other entertainment venues
- b. are experiencing increased attendance
- c. are losing the interest of rural residents
- d. are more popular with urban residents than rural residents

Competency: Management Basics

25. The bottom line for entertainment events is:

- a. profit
- b. customer satisfaction
- c. strong management
- d. diversity

Competency: Events Management

26. Evaluating the success of a concert is part of the:

- a. controlling process
- b. implementing process
- c. organizing process
- d. planning process

Competency: Management Functions

27. Signing up committees for specialized tasks is part of the:

- a. organizing process
- b. implementing process
- c. controlling process
- d. planning process

Competency: Management Functions

28. Successful entertainment event planners:

- a. are aware of changing demographics
- b. are not concerned about the latest census figures
- c. are not concerned with social web sites like YELP
- d. specialize for specific target markets

Competency: Decision Making

29. The type of management that is the core of success for any entertainment organization is:

- a. human resources
- b. financial
- c. time
- d. change

Competency: Management Basics

30. Success for entertainment events depends upon:

- a. strategy
- b. wealth
- c. lapse of ethics
- d. power

Competency: Management Strategies

SPORTS & ENTERTAINMENT MANAGEMENT CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have twenty minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentations. The judges will play the roles of marketing executives for the New York Yankees. You are the consulting team for Liberty Airlines and your ultimate mission is to make Liberty Airlines the official airlines for the New York Yankees and the Yankee fans.

You want to become a corporate sponsor for the Yankees. Each team member will be given two note cards.

4. Cover all the points described in the case and be prepared to answer questions posed by the judges.
5. All team members must participate in the presentation as well as answer the questions.

PERFORMANCE INDICATORS

- Recognize the importance of marketing to the sports and entertainment industry
- Describe why sports and sports/entertainment implement promotions and sponsorships
- Identify different types of market segmentation
- Discuss the issues related to branding strategies of products to sports and entertainment
- Demonstrate the ability to make a businesslike presentation

CASE STUDY SITUATION

Liberty Airlines wants to be the official carrier for the New York Yankees.

Your consulting team has been hired by Liberty Airlines to help the airline achieve its goal. You must devise a marketing strategy to gain the loyalty of the New York Yankees and their fans. Your ultimate goal is to make Liberty Airlines the official airline sponsor for the New York Yankees and the New York Yankees. Key elements to stress in your promotions are Liberty's low fares, policy of no Saturday-night stay required, fun attendants, great food, and overall enjoyable flying experience.

You are aware that two other major airlines already have a hold on some of the target market you plan to capture. You must overcome this competition by describing how Liberty gives customers more value for their dollar.

Possible Questions to Address:

- How does the track record for Liberty Airlines match the track record for the New York Yankees?
- What advantages will the New York Yankees organization receive from the Liberty Airlines sponsorship?
- What special promotions offered by Liberty Airlines will attract more Yankees fans to away games?
- What three things do you want to highlight most for prospective customers?
- What type of advertising campaign will be used by Liberty Airlines to highlight the relationship with the New York Yankees?

Parliamentary Procedure Answer Key

1) A	11) D	21) A
2) C	12) D	22) A
3) C	13) D	23) D
4) D	14) B	24) A
5) D	15) C	25) C
6) B	16) D	26) B
7) C	17) A	27) C
8) C	18) A	28) C
9) A	19) A	29) D
10) C	20) B	30) D

Personal Finance Answer Key

1) C	11) C	21) C
2) D	12) C	22) A
3) B	13) B	23) B
4) A	14) B	24) B
5) B	15) B	25) C
6) D	16) D	26) A
7) A	17) C	27) D
8) C	18) D	28) A
9) A	19) A	29) C
10) D	20) C	30) D

Sports and Entertainment Management Answer Key

1) A	11) C	21) C
2) A	12) A	22) B
3) B	13) D	23) D
4) B	14) D	24) A
5) A	15) A	25) C
6) A	16) D	26) A
7) A	17) A	27) B
8) A	18) A	28) B
9) C	19) B	29) A
10) B	20) D	30) C

Spreadsheet Applications Answer Key

1) D	11) D	21) A
2) B	12) A	22) D
3) A	13) D	23) C
4) A	14) A	24) B
5) A	15) A	25) B
6) D	16) C	26) B
7) A	17) C	27) C
8) B	18) B	28) C
9) A	19) C	29) A
10) C	20) B	30) D