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| 1. **Promotion and Advertising** | |
|  | 2.07 – Endorsements and Licensing |
|  | 4.04 – Selecting Target Markets |
|  | 4.05 – Conducting Market Analysis |
|  | 2.06 – Ambush/Viral Marketing and Special Events |
|  | 2.08 – Advertisement Agencies |
|  | 2.05 – Building Fan Support |
|  | 2.09 – Return on Investment |
| 1. **Introduction to SEM II Material** | |
|  | 1.09 – Trend in Sports |
|  | 1.05 – International Trade Considerations |
| 1. **Market Research** | |
|  | 1.06 and 1.10 – Marketing Research Purpose and Design |
|  | 1.07 – Database Management |
| 1. **Sponsorship** | |
|  | 1.11 – Sponsorship Overview |
|  | 1.12 – Sponsorship Packages and Levels |
|  | 2.03 – Grants and Foundation Money |
|  | 1.14 and 2.01 – Selling the Venue |
|  | 1.15 and 2.02 – Sponsorship Proposal |
|  | 2.04 – Servicing the Sponsor |
|  | 1.13 – Proof of Performance |
| 1. **Sales** | |
|  | 3.02 – Channels of Distribution |
|  | 3.03 – Pricing Objectives and Strategies |
|  | 3.01 – Ticketing and Seating Arrangements |
|  | 3.04 and 3.05 – Ticket Sales Programs |
|  | 3.06 – Merchandising Opportunities |
|  | 3.07 – Barter Agreements |
|  | * 1. – Hospitality Options |
| 1. **Legal Issues** | |
|  | 1.02 – Legal Issues Overview |
|  | 1.04 – Governing Bodies in Sports |
|  | 1.03 – Labor Unions |
|  | 1.01 – Responsibilities of Sport Agents |
|  | 3.08 – Sport and Event Insurance |
|  | 3.09 – Quality Assurance Processes |
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