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## 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](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](http://coe.winthrop.edu/coe/health-pe/sportmanagement/spma_info.htm)
- Work in Sports  
<http://www.workinsports.com/home.asp>

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## 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:
- product/service management
  - marketing-information management
  - distribution
  - 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:
- \$100,000
  - \$2 million
  - \$1 million
  - \$500,000

**Competency:** Sports Marketing/Strategic Marketing

5. \_\_\_\_\_ segmentation focuses on a customer's attitude toward products and services.
- Behavioral-based
  - Psychographics
  - Demographics
  - 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.
- Risk management
  - Coordinating the event
  - Staging the event
  - 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.
- Split
  - Work order
  - Budget
  - Boilerplate

**Competency:** Facility and Event Management

8. Evaluating the success of a sport event is part of the \_\_\_\_\_ process.
- controlling
  - implementing
  - planning
  - 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

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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)

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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

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27. Signing up committees for specialized tasks is part of the:
- organizing process
  - implementing process
  - controlling process
  - planning process

**Competency:** Management Functions

28. Successful entertainment event planners:
- are aware of changing demographics
  - are not concerned about the latest census figures
  - are not concerned with social web sites like YELP
  - specialize for specific target markets

**Competency:** Decision Making

29. The type of management that is the core of success for any entertainment organization is:
- human resources
  - financial
  - time
  - change

**Competency:** Management Basics

30. Success for entertainment events depends upon:
- strategy
  - wealth
  - lapse of ethics
  - power

**Competency:** Management Strategies

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## SPORTS & ENTERTAINMENT MANAGEMENT CASE STUDY

### PARTICIPANT INSTRUCTIONS

- You have twenty minutes to review the case.
- 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.
- 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.

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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?

**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



### Overview

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

This is an individual objective test.

### Competencies and Task Lists

<http://www.fbla-pbl.org/docs/ct/FBLA/SPORTSMANAGEMENT.pdf>

### Web Site Resources

- AthleticBusiness.com  
<http://athleticbusiness.com>
- Game Face  
<http://www.gamefacesportsjobs.com>
- Jobs in Sports  
<http://www.jobsinsports.com>
- NACDA Job Center  
<http://www.nacda.com/nacdajobs/nacda-nacdajobs.html>
- SPMT Links and Resources  
<http://rht.gmu.edu/spmt/links/>
- Sports Link Central  
<http://www.sportslinkscentral.com/>
- The NCAA News  
<http://www.ncaa.org/wps/portal>
- Work in Sports  
<http://www.workinsports.com/home.asp>

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### SPORTS MANAGEMENT SAMPLE QUESTIONS

1. A person who is a legal representative of another person, used extensively in professional sports.
  - a. handler
  - b. manager
  - c. agent
  - d. venue
  
2. What organization in the past qualified teams for Olympic softball competition?
  - a. International Olympic Committee
  - b. General Association of International Sports Federations
  - c. Major League Baseball
  - d. International Softball Federation
  
3. A baseball organization decided to charge \$15 for a general admission, "bleacher" seat because customers are willing and able to pay that amount. This type of price is considered:
  - a. excessive
  - b. competitive
  - c. exchange
  - d. optimum

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4. Which one of the following is a valuable learning tool for an employee desiring a future management position?
    - a. having many temporary employments
    - b. having a paid work-experience in any area
    - c. internship
    - d. working as a college student
  
  5. How many hotel rooms must a city have available to meet NFL requirements for hosting a Super Bowl?
    - a. 50,000
    - b. 20,000
    - c. 10,000
    - d. 30,000
  
  6. Which type of job involves routine activities and is usually held for a short period of time?
    - a. specialist occupations
    - b. career level occupations
    - c. management positions
    - d. entry level occupations
  
  7. Why would a football stadium conduct marketing audits?
    - a. to reach potential customers
    - b. to identify problems
    - c. to account for expenditures
    - d. to review procedures
  
  8. A contract that provides tickets and passes to a radio station in exchange for free air time promotions is an example of:
    - a. distributor partnership
    - b. barter agreement
    - c. license agreement
    - d. sponsorship
  
  9. What is it called when a company agrees to give another company the right to use another's brand name or patent in exchange for a fee?
    - a. sponsoring
    - b. branding
    - c. leasing
    - d. licensing
  
  10. Marketing objectives developed by a sporting goods store should lead to:
    - a. decrease in taxes
    - b. increase in prices
    - c. decrease in revenue
    - d. increase in sales
  
  11. Which one of the following would **not** be considered a necessary characteristic for managing a sporting event?
    - a. knowledge of the event venue
    - b. sincerity
    - c. friendly attitude
    - d. casual dress code to make guests more comfortable

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12. Which one of the following is **not** a reason that a sport organization would have a code of ethics?
    - a. to define acceptable behaviors
    - b. to determine salaries for players
    - c. to encourage high standards of practice
    - d. to provide a benchmark for self evaluation
  
  13. Which one of the following is **not** classified as a source of facility revenue?
    - a. parking fees
    - b. sponsor advertising
    - c. concession sales
    - d. broadcast rights
  
  14. Why might a sporting facility provide an increased level of amenities for spectators?
    - a. provide tickets that are a better value
    - b. increase the happiness of the owners
    - c. give spectators a higher perceived value
    - d. distract fans during subpar seasons
  
  15. What is one purpose of a professional sports league?
    - a. to serve as a fan club
    - b. to select cities for teams in an application process
    - c. to control the number and location of teams
    - d. to add as many teams as are wanted by cities
  
  16. Who makes up the economic market in the sports industry?
    - a. fans of a particular team
    - b. consumers who are mobile
    - c. all of the consumers who purchase a product
    - d. marketers who are selling a product
  
  17. What idea that effects management and involves employees taking part in all decisions has become more common?
    - a. human interaction management
    - b. command hierarchy
    - c. civil-society management
    - d. workplace democracy
  
  18. Some professional sports teams use the distribution function to provide good customer service. What does this take into consideration?
    - a. differences in customers
    - b. warehouse structure
    - c. receiving procedures
    - d. inventory organization
  
  19. What is an agreement that allows a person or agency to represent the athlete in marketing the athlete's ability and name?
    - a. application
    - b. noncompete clause
    - c. agent contract
    - d. collective bargaining
  
  20. On what does accounting for sports franchises usually center?
    - a. expenses and income
    - b. financial statements and forecasts
    - c. balance sheets and income statements
    - d. revenue and profit

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21. Careers are available in sporting goods at manufacturers and retailers. Which one of the following is a sporting goods retailer?
- Nike
  - Champs
  - Adidas
  - Reebok
22. What is the intended target of any basic marketing communication?
- sender
  - channel
  - medium
  - receiver
23. Why is licensing especially important to the sports industry?
- Agents use it in negotiating contracts for their players.
  - Licensing helps professional sport teams to sell more season tickets.
  - Professional teams make the majority of their revenues through licensing.
  - Licensing helps make consumers aware of professional teams.
24. Which one of the following would be direct competition for a Cardinals baseball game?
- a Ram's football game
  - a Blues hockey game
  - Six Flags amusement park
  - a college baseball game
25. An artificial turf company is taking up old field coverings and recycling them. This is an example of what type of distribution?
- external
  - green
  - internal
  - reverse
26. What is **not** necessarily a requirement of a sports agent?
- high salary for his/her client
  - strategic planning to improve a player's position in a draft
  - negotiation skills
  - knowledge of contract law
27. What can happen when a top athlete is extremely popular?
- It can impact the popularity of that athlete's particular sport.
  - It can discourage young people from entering that sport.
  - The performance of other athletes may suffer.
  - Audience size may decrease over time.
28. Which leadership style would offer a great deal of flexibility in situations that change frequently?
- situational
  - autocratic
  - open
  - democratic
29. Which colleges and universities are subject to Title IX?
- any that receive federal aid
  - all male or all female schools
  - only those that compete in the NCAA
  - private universities

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30. Professional athletes negotiate salaries, playing conditions, and contract terms as a unit. In what process is their union engaging?
- a. collective bargaining
  - b. competitive advantage
  - c. free agency
  - d. labor contracts