

# Sports/Entertainment & Retail Marketing & Management II (Level II)

UNIT/ Weeks	Timeline/Topics	Essential Questions
3.5	<p>Marketing Channels</p> <ul style="list-style-type: none"> <li>• Marketing Channels</li> <li>• Channel Intermediaries and Their Functions</li> <li>• Channel Structures</li> <li>• Making Channel Strategy Decisions</li> <li>• Types of Channel Relationships</li> <li>• Managing Channel Relationships</li> <li>• Channels and Distribution Decisions for Global Markets</li> <li>• Channels and Distribution Decisions for Services</li> </ul>	<ul style="list-style-type: none"> <li>• What is the importance of marketing channels in the distribution of products and services?</li> <li>• What role do intermediaries play in marketing channels?</li> <li>• How are channels structured?</li> <li>• What is the significance of channel relationships and how are they managed?</li> </ul>
3.5	<p>Supply Chain Management</p> <ul style="list-style-type: none"> <li>• Supply Chains and Supply Chain Management</li> <li>• Supply Chain Integration</li> <li>• The Key Processes of Supply Chain Management</li> <li>• Strategic Supply Chain Management Decisions</li> <li>• The Logistics Function in the Supply Chain</li> <li>• Supply Chain Performance Measurement</li> <li>• Green and Sustainable Supply Chain Management</li> <li>• Trends in Supply Chain Management</li> </ul>	<ul style="list-style-type: none"> <li>• How does the implementation of supply chain management result in enhanced customer value?</li> <li>• How does supply chain integration result in better customer-related outcomes?</li> <li>• How does each key process lead to increased customer satisfaction?</li> <li>• Why is supply chain performance measurement necessary and important?</li> </ul>
3.5	<p>Retailing</p> <ul style="list-style-type: none"> <li>• The Role of Retailing</li> <li>• Classification of Retail Operations</li> <li>• Major Types of Retail Operations</li> <li>• Non-store Retailing</li> <li>• Franchising</li> <li>• Retail Marketing Strategy</li> <li>• New Developments in Retailing</li> </ul>	<ul style="list-style-type: none"> <li>• What role does retailing play in the US economy?</li> <li>• What are the significant differences between store and non-store retailing?</li> <li>• What are the benefits of franchising?</li> <li>• Why is it important to have a retail marketing strategy?</li> </ul>
3.5	<p>Promotional Planning for Competitive Advantage</p> <ul style="list-style-type: none"> <li>• The Role of Promotion in the Marketing Mix</li> <li>• Marketing Communication</li> <li>• The Goals of Promotion</li> <li>• The Promotional Mix</li> <li>• Promotional Goals and the AIDA concept</li> <li>• Integrated Marketing Communications</li> </ul>	<ul style="list-style-type: none"> <li>• What role does promotion play in the marketing mix?</li> <li>• Why is communication important in promoting products and services?</li> <li>• What is the significance of the promotional mix?</li> <li>• What is the significance of the AIDA concept to consumers' response to marketing messages?</li> </ul>

	<ul style="list-style-type: none"> <li>• Factors Affecting the Promotional Mix</li> <li>•</li> </ul>	
3.5	<p>Advertising and Public Relations</p> <ul style="list-style-type: none"> <li>• The Effects of Advertising</li> <li>• Major Types of Advertising</li> <li>• Creative Decision in Advertising</li> <li>• Media Designs in Advertising</li> <li>• Public Relations</li> </ul>	<ul style="list-style-type: none"> <li>• What effect does advertising have on consumers?</li> <li>• Why do corporations, etc., use more than one method of advertising?</li> <li>• What are the advantages and disadvantages of major advertising media?</li> <li>• What role does public relations play in the promotional mix?</li> </ul>
3.5	<p>Sales Promotion and Personal Selling</p> <ul style="list-style-type: none"> <li>• Purpose of Sales Promotion</li> <li>• Tools for Consumer Sales Promotion</li> <li>• Tools for Trade Sales Promotion</li> <li>• Personal Selling</li> <li>• Relationship Selling</li> <li>• Steps in the Selling Process</li> <li>• Sales Management</li> </ul>	<ul style="list-style-type: none"> <li>• What is the effectiveness of sales promotion?</li> <li>• What are the best tools for consumer sales promotion and why?</li> <li>• What is relationship selling and how is it different from the traditional marketing theory?</li> </ul>
3.5	<p>Pricing Concepts</p> <ul style="list-style-type: none"> <li>• The Importance of Price</li> <li>• Pricing Objectives</li> <li>• The Demand Determinant of Price</li> <li>• The Power of Yield Management Systems and Targeting Technology</li> <li>• The Cost Determinant of Price</li> <li>• Other Determinants of Price</li> </ul>	<ul style="list-style-type: none"> <li>• Why are pricing decisions important in the US and global economies?</li> <li>• Why is the demand, cost, and other determinants of price significant in marketing?</li> </ul>
3.5	<p>Setting the Right Price</p> <ul style="list-style-type: none"> <li>• How to Set a Price on a Product or Service</li> <li>• The Legality and Ethics of Price Strategy</li> <li>• Tactics for Fine-Tuning the Base Price</li> <li>• Product Line Pricing</li> <li>• Pricing During Difficult Economic Times</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Why is it crucial to set the right price for goods and services?</li> <li>• What strategies are used to set prices?</li> <li>• How do corporations, etc., go about fine-tuning prices?</li> <li>• Do difficult economic times have an effect on prices?</li> </ul>
3.5	<p>Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> <li>• Identifying Customer Relationships</li> <li>• Understand Interactions of the Current Customer Base</li> <li>• Gathering Customer Data</li> <li>• Store and Integrate Customer Data</li> <li>• Identifying the Best Customers</li> <li>• Leverage Customer Information</li> </ul>	<ul style="list-style-type: none"> <li>• What is Customer Relationship Management (CRM)?</li> <li>• What is the significance of CRM focusing on customers as individuals instead of a part of a group?</li> <li>• Why is it important to identify customer relationships with companies?</li> <li>• What methods are used to gather customer data?</li> <li>• What factors play a part in identify the best customers?</li> </ul>

3.5	<p>Social Media and Marketing</p> <ul style="list-style-type: none"><li>• Creating a Social Media Campaign</li><li>• Evaluation and Measurement of Social Media</li><li>• Social Behavior of Consumers</li><li>• Social Media Tools</li><li>• Social Media and Mobile Technology</li></ul>	<ul style="list-style-type: none"><li>• What is Social Media?</li><li>• How has social media and mobile technology changed marketing strategies?</li><li>• What elements should be included in creating a social media campaign?</li><li>• How do we identify social behavior of consumers?</li><li>• What social media tools are being used to reach consumers?</li></ul>
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