

# SPORTS MANAGEMENT AND MARKETING

*The sports industry is rapidly growing in this country and the world. For individuals to be successful and effective in this type of work, they must learn the management and marketing techniques necessary for future success. This event provides recognition for PBL members who possess the knowledge of the basic principles of sports management and marketing.*

## **Overview**

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

## **Objective Test Competencies**

- law and sports application
- human resource management in sports
- facility management
- strategic marketing
- labor relations in professional sports
- ethics
- tort liability and risk management
- group decision making and problem solving
- sponsorships
- sports licensing
- economics of sports
- accounting and budgeting
- financing sports
- sports management history