

2026–2027 Competitive Events Guidelines

Sports Management & Marketing

Sports Management & Marketing challenges members to demonstrate their understanding of the business principles behind managing and promoting sports organizations and events. Through an objective test, members explore topics such as sponsorships, fan engagement, event planning, branding, media rights, and strategic marketing in the sports industry.



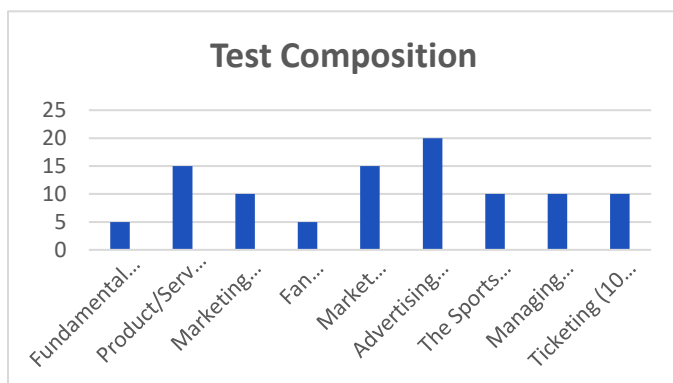
Educational
Alignments

Event Overview	
Division	Collegiate
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions
Event Information:	
National Leadership Conference: Timing Structure: Test Duration: 50 minutes Important Notes: • Internet Access: Provided for testing time only. • Event Schedule Notes: ○ Some events may begin before the Opening Session. ○ All schedules are posted in local time for the NLC host city. ○ Schedule changes are not permitted.	State Leadership Conference: Testing will take place prior to the State Leadership Conference. Testing must occur at school under the supervision of a proctor. Check the SLC Call to Conference for specific instructions and deadlines.

*** Event specifics are continued below. Review the document in its entirety.

Knowledge Areas

- Fundamentals of Sports Management & Marketing
- Product/Service Management
- Marketing Information Management
- Fan Engagement
- Market Planning
- Advertising Basics
- The Sports Management & Marketing Environment
- Managing Promotion
- Ticketing



Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

2026–2027 Competitive Events Guidelines

Sports Management & Marketing



National Leadership Conference

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

2026–2027 Competitive Events Guidelines

Sports Management & Marketing



Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2026–2027 Competitive Events Guidelines

Sports Management & Marketing



Study Guide: Knowledge Areas and Objectives

*This study guide outlines the skills and knowledge assessed for this event. Objectives followed by a two-letter, three-digit code in parentheses are aligned to the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives reference MBA Research’s Learning Activity Packages (LAPs), which are instructional resources with readings, activities, and assessments available **exclusively to teacher advisers**. For more information, visit MBAResearch.org/FBLA.*

Important Notice Regarding Test Preparation

*MBA Research materials are **not required** to study for or prepare for FBLA competitive event tests. MBA Research provides curriculum and instructional resources directly to teachers and does not administer or manage individual student testing or competition participation.*

Note for members and parents: *All questions related to tests, study materials, scores, or competition guidelines should be directed to the local FBLA adviser. Only teacher advisers should contact MBA Research directly.*

Fundamentals of Sports Management & Marketing (5 test items)

1. Explain the nature of sports marketing (MK:012, LAP-MK-012) (CS)
2. Explain career opportunities in sports/event marketing (PD:051, LAP-PD-051) (CS)
3. Explain the concept of management (SM:001, LAP-SM-001) (CS)

Product/Service Management (15 test items)

1. Determine sports/event features and benefits (SE:188) (SP)
2. Describe factors that motivate people to participate in/attend sports/events (SE:209) (SP)
3. Explain the nature of sports/event brand/branding (PM:141) (SP)
4. Explain the use of licensing in sports/event marketing (PM:139, LAP-PM-139) (SP)
5. Explain the role of endorsements in sports/event marketing (PM:140, LAP-PM-140) (SP)
6. Explain the use of naming rights in sports/event marketing (PM:142) (SP)
7. Explain the nature of sponsorship in the sports/event industries (PR:175, LAP-PR-175) (SP)

Marketing Information Management (10 test items)

1. Explain the need for sports/event marketing data (IM:245) (SP)
2. Explain sources of secondary sports/event data (IM:246) (SP)
3. Search the internet for sports/event marketing information (IM:247) (SP)
4. Explain sources of primary sports/event marketing data (IM:249) (SP)

Fan Engagement (5 test items)

1. Select strategies for maintaining/building fan support (PR:136, LAP-PR-136) (SP)
2. Establish relationships with sport/event clients/customer/fans (SE:316) (SP)

Market Planning (15 test items)

1. Describe the nature of target marketing in sports/event marketing (MP:037) (SP)
2. Identify ways to segment sports/event markets (MP:038) (SP)
3. Select target market (MP:005) (MN)

2026–2027 Competitive Events Guidelines

Sports Management & Marketing



4. Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
5. Conduct SWOT analysis for use in the marketing planning process (MP:010) (MN)
6. Conduct competitive analysis (MP:012) (MN)
7. Forecast sales for marketing plan (MP:014) (MN)
8. Develop marketing plan (MP:018) (MN)

Advertising Basics (20 test items)

1. Explain advertising media used in the sports/event industries (PR:177) (SP)
2. Explain the components of advertisements (PR:014) (SP)
3. Explain the nature of online advertising (e.g., email, search, social media, display, mobile) (PR:164) (SP)
4. Describe mobile marketing tactics (PR:276) (SP)
5. Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP)
6. Write promotional content for use on the website (PR:416) (SP)
7. Explain the nature of email marketing (PR:165) (SP)
8. Determine advertising reach of sports/event media (PR:180) (SP)
9. Calculate media costs (PR:009) (SP)
10. Choose appropriate media vehicles for sports/events (PR:181) (SP)

The Sports Management & Marketing Environment (10 test items)

1. Explain the role of agents in sports (PM:143) (SP)
2. Describe legal issues affecting the marketing of sport/event products (BL:058, LAP-BL-058) (SP)
3. Describe the role of governing bodies in the sport industry (PD:279) (SP)
4. Identify sport/event trends (NF:065) (SP)

Managing Promotion (10 test items)

1. Develop promotional calendar (PR:209) (SP)
2. Coordinate activities in the promotional mix (PR:076) (SP)
3. Prepare a promotional budget (PR:098) (MN)

Ticketing (10 test items)

1. Implement ticket sales campaign (internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships) (PR:188) (SP)
2. Bundle/Package extra amenities with tickets (PM:148) (MN)
3. Develop pre-season booking strategy (PM:149) (MN)
4. Sell tickets (ticket plans, new season, etc.) (SE:317) (SP)

2026–2027 Competitive Events Guidelines

Sports Management & Marketing



References

- MBA Research and Curriculum Center. *National Business Administration Standards*. <https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- University of Florida. *What does a sports marketer do? 4 skills you'll need*. <https://sm.hhp.ufl.edu/news/what-does-a-sports-marketer-do/>
- Srakocic, S. *Sports management degree guide*. <https://www.allbusinessschools.com/sports-management/degrees/>
- Cometta, S. *What is sports management?* <https://aists.org/what-is-sports-management/>