

Florida Sport, Recreation, and Entertainment Marketing Performance Standards

Correlation to Virtual Business – Sports

**Academy of Sport, Recreation, and Entertainment Marketing
(8827400)**

Performance Standard	VBS Lesson
<u>DEMONSTRATE EMPLOYABILITY SKILLS</u>--The student will be able to:	
Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4, LA.A.2.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1	
Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7	
Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6	
Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7	
Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2	
Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3	
Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3	
Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1,	

LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4, SC.H.3.4.1, SS.A.5.4.7	
Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4	
Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3	
Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6	
Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2	
Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6	
Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2	
Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5	
Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6	
Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6	

Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2	
<u>DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING OCCUPATIONS--The student will be able to:</u>	
Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions
02.02 Define and discuss issues involving gender equity, disability, and age. LA.B.2.4, LA.C.3.4, LA.D.1.4	
Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions
Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4, LA.C.3.4	
Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	
Maintain professional personal appearance and attitude.	
Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8	All VBS Lessons present the students with a current situation and students must utilize problem solving, decision-making, and critical thinking strategies to improve upon that situation, New Franchise Project, Multiplayer Competitions
Demonstrate self-management, initiative, and multi-tasking.	
Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Demonstrate professional behavior and etiquette. LA.D.1.4.2	
Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Set personal and career goals and develop a plan of	All VBS lessons allow students

action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4	to set goals and continue working towards those goals, New Franchise Project, Multiplayer Competitions
Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Demonstrate ability to offer and accept feedback. LA.C.3.4.2	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions
Identify and practice stress management and relaxation techniques.	
Maintain confidentiality of business matters.	
Support and follow company policies and procedures (e.g., attendance, tardiness, returns, etc.).	
Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2	
<u>DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--</u> The student will be able to:	
Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions
Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate ability to read and comprehend written communications.	All VBS lessons require students to be able to read and follow directions, New Franchise Project, Multiplayer Competitions
Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4	
Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4	
Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Prepare and deliver a business-related presentation. LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4	
Demonstrate active listening strategies that improve	

understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4	
Describe positive customer relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate conflict and dispute resolution techniques. LA.A.1.4.3, LA.E.2.4.1	
Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2	
Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2	
Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.1, LA.E.2.4.2	
Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8	
Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1	All VBS lessons contain graphs, charts and reports that students must interpret, New Franchise Project, Multiplayer Competitions
Identify types of technology/equipment used in the workplace. LA.B.2.4.4	
Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	All VBS lessons allow students to export financial information to Excel where calculations may be performed, New Franchise Project, Multiplayer Competitions
Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1	
Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	All VBS lessons contain graphs, charts and reports that students must interpret, New Franchise Project, Multiplayer Competitions
Demonstrate ability to make change correctly. MA.A.1.4, MA.A.2.4.2, MA.B.3.4.1	
Calculate tax, gratuity, commission, and miscellaneous	

charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1	
Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1	
Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3	
Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1	
Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2	
Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1	
Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	All VBS lessons allow students to export financial information to Excel where calculations may be performed, New Franchise Project, Multiplayer Competitions
Compute and analyze a break-even point.	All VBS lessons allow students to export financial information to Excel where calculations may be performed, New Franchise Project, Multiplayer Competitions
Operate 10-key keypad. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	
Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3	
Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1	
IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:	
Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1	

Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	
Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.2	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain concept of price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1, SS.D.2.4.6	
Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, A.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.4	
Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1	
Explain role of profit motive. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of risk. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of competition. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Multiplayer Competitions
Explain concept of productivity. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	Stadium Personnel, Stadium Parking, New Franchise Project, Multiplayer Competitions
Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Explain function of the Federal Reserve Board. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:	
Define marketing and its role. LA.A.1.4.3, LA.B.1.4,	Ticket Pricing, Sponsorships,

LA.B.2.4, LA.C.3.4	Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.4	
Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Promotions, Media Planning, Turnaround, Stadium Parking, Stadium Personnel, Player Management, New Franchise Project, Multiplayer Competitions
Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7	
Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Promotions, Media Planning, Turnaround, New Franchise Location, Multiplayer Competitions
Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain elements that allow development of a marketing plan (e.g., research, advertising, public	Ticket Pricing, Franchise Location, Promotions, Media

relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Planning, Sponsorships, Licensing, Stadium Parking, Stadium Personnel, Turnaround, Player Management, New Franchise Project, Multiplayer Competitions
Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Location, Multiplayer Competitions
Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade	
Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3	
<u>IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:</u>	
Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Location, Multiplayer Competitions
Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	
Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.	

Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DISCUSS THE HISTORY OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>—The student will be able to:	
Describe the theories of the origin of sport, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe the influences of historical events on American and global sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain economic, demographic, social, and political influences on sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the stages and length of the sport, recreation, and entertainment cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss impact of technology on the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the influence of electronic media on the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the growth and trends in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DISCUSS SPORT, RECREATION, AND ENTERTAINMENT MARKETING AS AN INDUSTRY</u>—The student will be able to:	
Define sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Identify relationship between:	
<ul style="list-style-type: none"> Fans/Audience 	Ticket Pricing, Stadium Parking, Stadium Personnel, Turnaround, Franchise Location, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Team/Players/Event/Property 	Ticket Pricing, Stadium

	Parking, Player Management, Stadium Personnel, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Corporate partners/Sponsors on a sport, recreation, and/or entertainment event. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4 	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the role of marketing as it applies to sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Promotions, Stadium Parking, Stadium Personnel, Player Management, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.	Franchise Location, New Franchise Project, Multiplayer Competitions
Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Stadium Personnel, Stadium Parking, Player Management, Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.	
<u>SELECT A SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:</u>	
Identify current employment opportunities in the sport, recreation, and entertainment marketing field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify sources of information for career planning including the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	

Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field. LA.B.2.4.4	
Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	All VBS lessons allow students to experience the different responsibilities, needed skills and knowledge necessary for a sports marketing career, New Franchise Project, Multiplayer Competitions
Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Complete self-assessments and analysis of life-style goals and career aspirations. LA.A.1.4.4, LA.B.2.4.3	
Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field. LA.A.2.4.4, LA.A.2.4.6	
Write a job description for a selected sport, recreation, and entertainment marketing occupation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	
<u>DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs). LA.A.2.4.4, LA.A.2.4.6	
Demonstrate skills required for sport, recreation, and entertainment materials and service management.	All VBS lessons allow students to experience the different skills required in operating a sports franchise, New Franchise Project, Multiplayer Competitions
Analyze information related to routing and tracking sport, recreation, and entertainment merchandise. LA.A.2.4.7, LA.A.2.4.8	
Explain relationship between sport, recreation, and entertainment customer service and distribution.	

LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain financial concepts used in making sport, recreation, and entertainment marketing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Financials, New Franchise Location, Multiplayer Competitions
Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify various types of credit policies and procedures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain purposes and importance of credit. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.2, MA.A.4.4.1, MA.E.1.4	
Compare and contrast the use of different credit applications. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4	
Discuss industry concepts of price, profit, competition, and productivity. LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1, MA.E.1.4.2	Ticket Pricing, Stadium Parking, Stadium Personnel, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Identify and explain the components of a budget for a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Promotions, Media Planning, Player Management, Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain the concepts and processes needed to obtain,	Ticket Pricing, Stadium

develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain importance of customer satisfaction to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Explain importance of product and service technology as it relates to customer satisfaction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
Identify sources of sport, recreation, and entertainment product knowledge. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain product and service quality as applicable grades and industry standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss product-liability risks. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain warranties and guarantees. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4	
Develop a product/service plan for an area of sport, recreation, and entertainment marketing.	New Franchise Project
Describe factors used by marketers to position products/business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Franchise Location, New Franchise Project, Multiplayer Competitions
Identify stages of and discuss impact of product life cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance of concessions on sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE APPLICATIONS OF MARKETING-INFORMATION MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	

Explain process of marketing-information management. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain nature and scope of sport, recreation, and entertainment marketing operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Demonstrate knowledge of inventory control systems and shipping and receiving procedures.	
Identify procedures for gathering information using technology. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Utilize appropriate marketing information management forms. LA.B.1.4.3, LA.B.2.4.4	
<u>DEMONSTRATE PRICING APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain pricing objectives, policies, and strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain price-marking techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain procedures for changing prices. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Demonstrate decision-making skills required for determining pricing relative to the competition. LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4, MA.E.1.4	Multiplayer Competitions
Demonstrate problem-solving skills required when considering profit and price. LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE PROMOTION APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Media Planning, Promotions, Turnaround, New Franchise Project, Multiplayer Competitions

Identify types of promotion used in the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss importance of advertising media and branding. LA.A.1.4.3, LA.C.3.4	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.5	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain the impact on and uses of the Internet and Intranet in marketing sport, recreation, and entertainment products and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others. LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4	
Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale. LA.B.1.4.1	
Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs. LA.B.1.4.1	
Write a promotional message to appeal to a target market. LA.A.1.4.3, LA.B.1.4.1, LA.A.2.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4	
Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization. LA.B.1.4, LA.B.2.4.2	Media Planning, Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry. LA.C.3.4.4	
Design a web site for the sport, recreation, and entertainment marketing program. LA.B.2.4.4	
<u>DEMONSTRATE PURCHASING APPLICATIONS TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY</u>--The student will be able to:	
Explain relationship between stock turnover and purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate proper purchasing procedures.	
Explain types of purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate the techniques used to obtain the best terms when negotiating a purchase. LA.C.3.4.4	
Demonstrate use of forms required for purchasing. LA.B.1.4.2, LA.B.1.4.3	

Evaluate merchandise or services using industry standards or company assessments. LA.A.2.4.7, LA.A.2.4.8	
<u>DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe actions that various agencies take to prevent accidents on the job. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate understanding of environmental problems that impact health and safety. LA.C.3.4.4	
Explain procedures for handling and reporting accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify components of an effective security plan for a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE APPLICATIONS OF SELLING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Analyze demographics and identify target market.	Ticket Pricing, Franchise Location, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe the appropriate relationship between buyer and seller. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.2	
Demonstrate sales knowledge of industry, company, products, and competition. LA.C.3.4.2	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze potential prospects and customer buying behavior. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Analyze importance of communication and listening in creating a positive buying climate. LA.A.1.4.3,	

LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify sales techniques to aid customers/clients in making buying decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Prepare a list of skills necessary to maintain sales accounts including group sales. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	
Describe types of sales quotas and reasons for their use. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Create a sales presentation using presentation software. LA.B.2.4.4, LA.C.3.4.4	
Identify strategies to build and maintain a clientele. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:</u>	
Define "entrepreneurship." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Discuss role of the entrepreneur in the domestic and global economy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.1, SS.D.2.4.6	New Franchise Project, Multiplayer Competitions
Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project, Multiplayer Competitions
Identify economic principles of entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6	
Discuss the four parts of a business (production, finance, marketing, customer service). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze current entrepreneurial trends in the marketplace. LA.A.2.4.6, LA.A.2.4.8, SS.D.2.4.6	
Discuss importance of ethics in business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify strategies and methods for generating a business idea. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Outline steps in planning a new business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Identify types and sources of government regulations and taxation that may affect a business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	

Identify communication and technology skills used in entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
<u>IDENTIFY THE USE OF COMPUTERS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, LA.D.2.4.5	
Utilize word processing software to create a career/industry related document. LA.B.2.4.4	All VBS lessons contain information that may be used in reports and presentations, New Franchise Project, Multiplayer Competitions
Perform data entry procedures (e.g., payroll, inventory control). LA.B.2.4.4	
Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc. LA.B.2.4.4, MA.E.1.4	
Demonstrate marketing spreadsheet data entry and output procedures. LA.C.3.4.3, MA.E.1.4	
Utilize spreadsheet software to enhance decision-making skills. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4	All VBS lessons allow students to export financial information to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Utilize integrated software programs to generate marketing reports and solve marketing problems. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4	
Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
<u>EXPLAIN AND DISCUSS LICENSING, SPONSORSHIPS, AND ENDORSEMENTS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Explain the licensing industry and process. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Define and describe copyright and trademark laws. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Differentiate between licensing, sponsorship, and endorsements. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, Sponsorships, New Franchise Project, Multiplayer Competitions
Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements. LA.A.1.4.3,	Licensing, Sponsorships, Turnaround, New Franchise Project, Multiplayer

LA.B.1.4, LA.B.2.4, LA.C.3.4	Competitions
Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Define exclusivity as a part of licensing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, New Franchise Project, Multiplayer Competitions
Describe sponsorship criteria. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Sponsorships, New Franchise Project, Multiplayer Competitions
Research methods of obtaining event sponsorships or private support.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Evaluate use of sport as a venue for promotional licensing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, New Franchise Project, Multiplayer Competitions
Explain impact of entertainment figures and endorsements on sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Research the effect of endorsements on sport, recreation, and entertainment sales.	
Explain importance of on-site merchandising to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE AN UNDERSTANDING OF THE IMPACT OF THE MEDIA ON SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>—The student will be able to:	
Research the impact of the media on sport, recreation, and entertainment marketing.	Media Planning, New Franchise Project, Multiplayer Competitions
Identify the different media that have increased the popularity of sport, recreation, and entertainment venues. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Media Planning, New Franchise Project, Multiplayer Competitions
Research the conflict between the media's ownership of sport businesses and the reporting of the news.	
Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.	
<u>DISCUSS THE IMPORTANCE OF PUBLIC RELATIONS AND PUBLICITY TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>—The student will be able to:	
Define and explain the differences between public relations and publicity. LA.A.1.4.3, LA.B.1.4, LA.B.2.4,	

LA.C.3.4	
Compare and contrast internal and external public relations.	
Construct letters to the media concerning a sport, recreation, and/or entertainment event.	
Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.	
Create a database of potential contacts for a sport, recreation, and/or entertainment event.	
Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.	
Explain the role of public relations and publicity in creating an advantage through association and exclusivity. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
APPLY ECONOMIC PRINCIPLES TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:	
Examine role of the profit motive in the marketing of sports, recreation, and entertainment. LA.C.3.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain role of sport, recreation, and entertainment marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1	
Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles. LA.A.2.4.8, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1	Ticket Pricing, Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze relationship between economics and the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe the economic growth of the sport, recreation, and entertainment industry, including its various contributions to the Gross National Product (GNP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Analyze economic impact of sport, recreation, and entertainment programs on local, state, national, and international economies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe revenue sources for financing sport, recreation, and entertainment projects. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	Ticket Pricing, Sponsorships, Licensing, Turnaround, Financials, New Franchise Project, Multiplayer Competitions

Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).	Ticket Pricing, Sponsorships, Licensing, Turnaround, Financials, New Franchise Project, Multiplayer Competitions
Explain the interdependence between:	
<ul style="list-style-type: none"> Fans/Audience 	Ticket Pricing, Stadium Personnel, Stadium Parking, Player Management, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Team/Players/Event/Property 	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Locations, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Corporate partners/Sponsors on a successful sport, recreation, and/or entertainment event. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4 	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
<u>EXPLAIN THE BUSINESS STRUCTURE OF THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	
Assess role of electronic commerce in sport, recreation, and/or entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Define national trade and international trade in terms of sport, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DESCRIBE LEGAL AND ETHICAL ASPECTS OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain the term liability. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain the term contract. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify essential elements of contracts. LA.A.1.4.3,	

LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe basic sport, recreation, and entertainment contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, Player Management, New Franchise Project, Multiplayer Competitions
Explain expressed, implied, unilateral, and bilateral contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance of liability insurance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify professional ethical issues related to sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Examine social responsibility and its relation to sport, recreation, and entertainment marketing.	
<u>EXPLAIN METHODS OF DEALING WITH AGENTS, PERSONAL MANAGERS, AND LABOR UNIONS--</u> The student will be able to:	
Explain differences between an agent and a personal manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain financial compensation options for agents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	
Identify the factors involved in selecting an agent and a personal manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify agent's role in prenegotiations and endorsement contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Examine the role of unions in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify unions relevant to sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>APPLY MARKET RESEARCH TO DETERMINE VIABILITY OF PROPOSED SPORT, RECREATION, AND ENTERTAINMENT PROJECT OR EVENT--</u> The student will be able to:	
Describe the steps for developing a market research project. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Turnaround, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Develop a market research project.	Ticket Pricing, Franchise Location, Turnaround,

	Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
<u>DESIGN, PLAN, EXECUTE, AND EVALUATE AN EVENT</u> —The student will be able to:	
Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Define event marketing and explain its objectives. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Franchise Location, Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Create a work plan that identifies necessary human and financial resources.	
Formulate a budget for an event. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	Player Management, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Create an operational timeline of a sport, recreation, and/or entertainment event.	New Franchise Project
Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Implement a sport, recreation, and/or entertainment	Ticket Pricing, Stadium

event.	Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Develop follow-up activities to recognize/thank participants.	
<u>DEVELOP A CAREER PLAN FOR A SPORT, RECREATION, AND ENTERTAINMENT MARKETING CAREER--The student will be able to:</u>	
Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.	
Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify barriers to employment and strategies to overcome them. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal. LA.A.2.4.4, LA.A.2.4.6	
Demonstrate how specific technology applications (i.e., Internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry. LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6	
Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field. LA.A.2.4.7, LA.A.2.4.8	
Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio. LA.B.1.4.1, LA.B.1.4.2	
Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.	

**Sport, Recreation, and Entertainment Essentials
(8827410)**

Performance Standard	VBS Lesson
<u>DEMONSTRATE EMPLOYABILITY SKILLS</u>--The student will be able to:	
Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1	
Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7	
Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6	
Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7	
Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2	
Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3	
Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3	
Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4, SC.H.3.4.1, SS.A.5.4.7	
Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4,	

LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4	
Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3	
Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6	
Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2	
Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6	
Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2	
Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3	
Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5	
Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6	
Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6	
Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2	
DEMONSTRATE HUMAN RELATIONS SKILLS	

<u>NECESSARY FOR SUCCESS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING OCCUPATIONS--The student will be able to:</u>	
Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Define and discuss issues involving gender equity, disability, and age. LA.B.2.4, LA.C.3.4, LA.D.1.4	
Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4, LA.C.3.4	
Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	New Franchise Project, Multiplayer Competitions
Maintain professional personal appearance and attitude.	
Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8	All VBS lessons present students with a current business situation and students must utilize problem solving, decision-making and critical thinking strategies in order to improve upon that situation, New Franchise Project, Multiplayer Competitions
Demonstrate self-management, initiative, and multi-tasking.	
Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Demonstrate professional behavior and etiquette. LA.D.1.4.2	
Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4	All VBS lessons allow students to set goals for themselves and to continuously work on reaching those goals, New Store Project, Multiplayer Competitions
Identify areas where personal and professional change	

and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Demonstrate ability to offer and accept feedback. LA.C.3.4.2	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Identify and practice stress management and relaxation techniques.	
Maintain confidentiality of business matters.	
Support and follow company policies and procedures (e.g., attendance, tardiness, returns).	
Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2	
<u>DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--</u> The student will be able to:	
Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate ability to read and comprehend written communications.	All VBS lessons require students to read and follow instructions, New Franchise Project, Multiplayer Competitions
Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4	
Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Prepare and deliver a business-related presentation. LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4	
Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4	
Describe positive customer relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate conflict and dispute resolution	

techniques. LA.A.1.4.3, LA.E.2.4.1	
Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2	
Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2	
Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.1, LA.E.2.4.2	
Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8	
Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	New Franchise Project, Multiplayer Competitions
Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1	All VBS lessons require students to review charts, graphs and reports and to make decisions based on this information, New Franchise Project, Multiplayer Competitions
Identify types of technology/equipment used in the workplace. LA.B.2.4.4	
Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	All VBS lessons allow students to export financial information to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1	
Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	All VBS lessons require students to review charts, graphs and reports and to make decisions based on this information, New Franchise Project, Multiplayer Competitions
Demonstrate ability to make change correctly. MA.A.1.4, MA.A.2.4.2, MA.B.3.4.1	
Calculate tax, gratuity, commission, and miscellaneous charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3,	

MA.A.2.4.2, MA.B.3.4.1	
Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1	
Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3	
Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1	
Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2	
Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1	
Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	All VBS lessons allow students to export financial information to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Compute and analyze a break-even point.	All VBS lessons allow students to export financial information to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Operate 10-key keypad. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4	
Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1	
Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3	
Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1	
<u>IDENTIFY ECONOMIC PRINCIPLES</u>--The student will be able to:	
Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1	

Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	
Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.2	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain concept of price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1, SS.D.2.4.6	
Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, A.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.4	
Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.4, LA.C.3.4, SS.D.2.4.1	
Explain role of profit motive. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of risk. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of competition. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Multiplayer Competitions
Explain concept of productivity. LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5, LA.C.3.4, SS.D.2.4.5	
IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:	
Define marketing and its role. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Sponsorships, Licensing, Promotions, Media

	Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.4	
Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Franchise Location, New Franchise Project, Multiplayer Competitions
Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7	
Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Franchise Location, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	

Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Licensing, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3	
<u>IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:</u>	
Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	
Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.	
Discuss reasons for maintaining a client file.	

LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DISCUSS THE HISTORY OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING— The student will be able to:</u>	
Describe the theories of the origin of sport, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe the influences of historical events on American and global sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain economic, demographic, social, and political influences on sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the stages and length of the sport, recreation, and entertainment cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss impact of technology on the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the influence of electronic media on the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss the growth and trends in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DISCUSS SPORT, RECREATION, AND ENTERTAINMENT MARKETING AS AN INDUSTRY—The student will be able to:</u>	
Define sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Identify relationship between:	
<ul style="list-style-type: none"> Fans/Audience 	Stadium Parking, Ticket Pricing, Stadium Personnel, Player Management, Promotions, Media Planning, Franchise Location, Turnaround, New Franchise Project, Multiplayer

	Competitions
<ul style="list-style-type: none"> Team/Players/Event/Property 	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Corporate partners/Sponsors on a sport, recreation, and/or entertainment event. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4 	Sponsorships, New Franchise Project, Multiplayer Competitions
Discuss the role of marketing as it applies to sports, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Promotions, Media Planning, Franchise Location, Stadium Parking, Stadium Personnel, New Franchise Project, Multiplayer Competitions
Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.	Franchise Location, New Franchise Project, Multiplayer Competitions
Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.	

**Sport, Recreation, and Entertainment Applications
(8827420)**

Performance Standards	VBS Lesson
<u>SELECT A SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY FOR CAREER PLANNING</u>--The student will be able to:	
Identify current employment opportunities in the sport, recreation, and entertainment marketing field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify sources of information for career planning including the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field. LA.B.2.4	
Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	All VBS lessons allow students to experience the different skills required to operate a sports franchise, New Franchise Project, Multiplayer Competitions
Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Complete self-assessments and analysis of life-style goals and career aspirations. LA.A.1.4.4, LA.B.2.4.3	
Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field. LA.A.2.4.4, LA.A.2.4.6	
Write a job description for a selected sport, recreation, and entertainment marketing occupation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	
<u>DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY</u>--The student will be able to:	
Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify and analyze appropriate transportation	

services for the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs). LA.A.2.4.4, LA.A.2.4.6	
Demonstrate skills required for sport, recreation, and entertainment materials and service management.	All VBS lessons allow students to experience the different skills required to operate a sports franchise, New Franchise Project, Multiplayer Competitions
Analyze information related to routing and tracking sport, recreation, and entertainment merchandise. LA.A.2.4.7, LA.A.2.4.8	
Explain relationship between sport, recreation, and entertainment customer service and distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain financial concepts used in making sport, recreation, and entertainment marketing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	All VBS lessons allow students to view the current franchise's financial information, New Franchise Project, Multiplayer Competitions
Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify various types of credit policies and procedures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain purposes and importance of credit. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.2, MA.A.4.4.1, MA.E.1.4	
Compare and contrast the use of different credit applications. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4	
Discuss industry concepts of price, profit,	Ticket Pricing, Stadium Parking,

competition, and productivity. LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1, MA.E.1.4.2	Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Identify and explain the components of a budget for a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Player Management, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u>	
Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain importance of customer satisfaction to the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain importance of product and service technology as it relates to customer satisfaction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
11.05 Identify sources of sport, recreation, and entertainment product knowledge. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain product and service quality as applicable grades and industry standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Discuss product-liability risks. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain warranties and guarantees. LA.A.1.4.3,	

LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Develop a product/service plan for an area of sport, recreation, and entertainment marketing.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Location, Multiplayer Competitions
Describe factors used by marketers to position products/business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Location, Multiplayer Competitions
Identify stages of and discuss impact of product life cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance of concessions on sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.C.3.4	
<u>DEMONSTRATE APPLICATIONS OF MARKETING-INFORMATION MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Explain process of marketing-information management. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain nature and scope of sport, recreation, and entertainment marketing operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Location, Multiplayer Competitions
Demonstrate knowledge of inventory control systems and shipping and receiving procedures.	
Identify procedures for gathering information using technology. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4	
Utilize appropriate marketing information management forms. LA.B.1.4.3, LA.B.2.4.4	
<u>DEMONSTRATE PRICING APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Explain concepts and strategies utilized in	Ticket Pricing, Turnaround, New

determining and adjusting prices to maximize return and meet customers' perceptions of value. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4	Franchise Project, Multiplayer Competitions
Explain pricing objectives, policies, and strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain price-marking techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain procedures for changing prices. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Demonstrate decision-making skills required for determining pricing relative to the competition. LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4, MA.E.1.4	Multiplayer Competitions
Demonstrate problem-solving skills required when considering profit and price. LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4	All VBS lessons require students to utilize problem-solving skills in order to improve upon the current business situation
<u>DEMONSTRATE PROMOTION APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Media Planning, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Identify types of promotion used in the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss importance of advertising media and branding. LA.A.1.4.3, LA.C.3.4	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.5	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the impact on and uses of the Internet and Intranet in marketing sport, recreation, and entertainment products and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others. LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4	
Use design principles in preparing such merchandise/service displays as windows,	

endcaps, kiosks, and point-of-sale. LA.B.1.4.1	
Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs. LA.B.1.4.1	
Write a promotional message to appeal to a target market. LA.A.1.4.3, LA.B.1.4.1, LA.A.2.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4	
Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry. LA.C.3.4.4	
Design a web site for the sport, recreation, and entertainment marketing program. LA.B.2.4.4	
<u>DEMONSTRATE PURCHASING APPLICATIONS TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Explain relationship between stock turnover and purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate proper purchasing procedures.	
Explain types of purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate the techniques used to obtain the best terms when negotiating a purchase. LA.C.3.4.4	
Demonstrate use of forms required for purchasing. LA.B.1.4.2, LA.B.1.4.3	
Evaluate merchandise or services using industry standards or company assessments. LA.A.2.4.7, LA.A.2.4.8	
<u>DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe actions that various agencies take to prevent accidents on the job. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Demonstrate understanding of environmental problems that impact health and safety. LA.C.3.4.4	

Explain procedures for handling and reporting accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify components of an effective security plan for a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
<u>DEMONSTRATE APPLICATIONS OF SELLING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--</u> The student will be able to:	
Analyze demographics and identify target market.	Ticket Pricing, Franchise Location, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Describe the appropriate relationship between buyer and seller. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.	
Demonstrate sales knowledge of industry, company, products, and competition. LA.C.3.4.2	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze potential prospects and customer buying behavior. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze importance of communication and listening in creating a positive buying climate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify sales techniques to aid customers/clients in making buying decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Prepare a list of skills necessary to maintain sales accounts including group sales. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	
Describe types of sales quotas and reasons for their use. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Create a sales presentation using presentation software. LA.B.2.4.4, LA.C.3.4.4	
Identify strategies to build and maintain a clientele. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be</u>	

able to:	
Define "entrepreneurship." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5	
Discuss role of the entrepreneur in the domestic and global economy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.1, SS.D.2.4.6	New Franchise Project
Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Identify economic principles of entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6	
Discuss the four parts of a business (production, finance, marketing, customer service). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze current entrepreneurial trends in the marketplace. LA.A.2.4.6, LA.A.2.4.8, SS.D.2.4.6	
Discuss importance of ethics in business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify strategies and methods for generating a business idea. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Outline steps in planning a new business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Identify types and sources of government regulations and taxation that may affect a business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify communication and technology skills used in entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>IDENTIFY THE USE OF COMPUTERS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, LA.D.2.4.5	
Utilize word processing software to create a career/industry related document. LA.B.2.4.4	All VBS lessons contain information which may be used to generate reports and presentations, New Franchise Project, Multiplayer Competitions
Perform data entry procedures (e.g., payroll, inventory control). LA.B.2.4.4	
Perform merchandising math data entry procedures such as stock turnover, mark-up,	

mark-down, open-to-buy, pricing, invoicing, etc. LA.B.2.4.4, MA.E.1.4	
Demonstrate marketing spreadsheet data entry and output procedures. LA.C.3.4.3, MA.E.1.4	
Utilize spreadsheet software to enhance decision-making skills. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4	All VBS lessons allow students to export the current franchise's financial information, New Franchise Project, Multiplayer Competitions
Utilize integrated software programs to generate marketing reports and solve marketing problems. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4	
Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4	
<u>EXPLAIN AND DISCUSS LICENSING, SPONSORSHIPS, AND ENDORSEMENTS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:</u>	
Explain the licensing industry and process. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, New Franchise Project, Multiplayer Competitions
Define and describe copyright and trademark laws. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Differentiate between licensing, sponsorship, and endorsements. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, Turnaround, Sponsorships, New Franchise Project, Multiplayer Competitions
Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, Turnaround, Sponsorships, New Franchise Project, Multiplayer Competitions
Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Define exclusivity as a part of licensing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, New Franchise Project, Multiplayer Competitions
Describe sponsorship criteria. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Research methods of obtaining event sponsorships or private support.	
Evaluate use of sport as a venue for promotional licensing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Licensing, New Franchise Project, Multiplayer Competitions
Explain impact of entertainment figures and endorsements on sport, recreation, and/or entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Research the effect of endorsements on sport, recreation, and/or entertainment sales.	
Explain importance of on-site merchandising to the	

<p>sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4</p>	
<p>Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4</p>	
<p><u>DEMONSTRATE AN UNDERSTANDING OF THE IMPACT OF THE MEDIA ON SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>—The student will be able to:</p>	
<p>Research the impact of the media on sport, recreation, and entertainment marketing.</p>	<p>Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions</p>
<p>Identify the different media that have increased the popularity of sport, recreation, and entertainment venues. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4</p>	<p>Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions</p>
<p>Research the conflict between the media's ownership of sport businesses and the reporting of the news.</p>	
<p>Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4</p>	
<p>Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.</p>	
<p><u>DISCUSS THE IMPORTANCE OF PUBLIC RELATIONS AND PUBLICITY TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>—The student will be able to:</p>	
<p>Define and explain the differences between public relations and publicity. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4</p>	
<p>Compare and contrast internal and external public relations. Construct letters to the media concerning a sport, recreation, and/or entertainment event.</p>	
<p>Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.</p>	
<p>Create a database of potential contacts for a sport, recreation, and/or entertainment event.</p>	
<p>Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.</p>	
<p>Explain the role of public relations and publicity in creating an advantage through association and exclusivity. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.</p>	

**Sport, Recreation, and Entertainment Marketing Management
(8827430)**

Performance Standard	VBS Lesson
<u>APPLY ECONOMIC PRINCIPLES TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING</u>--The student will be able to:	
Examine role of the profit motive in the marketing of sports, recreation, and entertainment. LA.C.3.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Explain role of sport, recreation, and entertainment marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1	
Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles. LA.A.2.4.8, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1	Ticket Pricing, Turnaround, Stadium Parking, Stadium Personnel, Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze relationship between economics and the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	New Franchise Project
Describe the economic growth of the sport, recreation, and Entertainment industry, including its various contributions to the Gross National Product (GNP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Analyze economic impact of sport, recreation, and entertainment programs on local, state, national, and international economies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe revenue sources for financing sport, recreation, and entertainment projects. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	
Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).	Ticket Pricing, Licensing, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the interdependence between:	
<ul style="list-style-type: none"> Fans/Audience 	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Turnaround, Franchise Location, New Franchise

	Project, Multiplayer Competitions
<ul style="list-style-type: none"> Team/Players/Event/Property 	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Promotions, Media Planning, Sponsorships, Licensing, Turnaround, Franchise Location, Financials, New Franchise Project, Multiplayer Competitions
<ul style="list-style-type: none"> Corporate partners/Sponsors on a successful sport, recreation, and/or entertainment event. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4 	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
<p><u>EXPLAIN THE BUSINESS STRUCTURE OF THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u></p>	
Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	
Assess role of electronic commerce in sport, recreation, and/or entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Define national trade and international trade in terms of sport, recreation, and entertainment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<p><u>DESCRIBE LEGAL AND ETHICAL ASPECTS OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:</u></p>	
Explain the term liability. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain the term contract. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify essential elements of contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe basic sport, recreation, and entertainment contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	
Explain expressed, implied, unilateral, and bilateral contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain importance of liability insurance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify professional ethical issues related to sport, recreation, and entertainment marketing. LA.A.1.4.3,	

LA.B.1.4, LA.B.2.4, LA.C.3.4	
Examine social responsibility and its relation to sport, recreation, and entertainment marketing.	
<u>EXPLAIN METHODS OF DEALING WITH AGENTS, PERSONAL MANAGERS, AND LABOR UNIONS--</u> The student will be able to:	
Explain differences between an agent and a personal manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Explain financial compensation options for agents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	
Identify the factors involved in selecting an agent and a personal manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify agent's role in prenegotiations and endorsement contracts. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Examine the role of unions in sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify unions relevant to sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
<u>APPLY MARKET RESEARCH TO DETERMINE VIABILITY OF PROPOSED SPORT, RECREATION, AND ENTERTAINMENT PROJECT OR EVENT--</u> The student will	
Describe the steps for developing a market research project. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Promotions, Media Planning, Franchise Location, New Franchise Project, Multiplayer Competitions
Develop a market research project.	Ticket Pricing, Promotions, Media Planning, Franchise Location, New Franchise Project, Multiplayer Competitions
<u>DESIGN, PLAN, EXECUTE, AND EVALUATE AN EVENT--</u> The student will be able to:	
Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer

	Competitions
Define event marketing and explain its objectives. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community. LA.A.1.4.3, LA.B.1.4, LA.B.2.4	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Create a work plan that identifies necessary human and financial resources.	
Formulate a budget for an event. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3	Player Management, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Create an operational timeline of a sport, recreation, and/or entertainment event.	New Franchise Project
Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Implement a sport, recreation, and/or entertainment event.	New Franchise Project
Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Promotions, Media Planning, Turnaround, Financials, Franchise Location, New Franchise Project, Multiplayer Competitions
Develop follow-up activities to recognize/thank	

participants.	
DEVELOP A CAREER PLAN FOR A SPORT, RECREATION, AND ENTERTAINMENT MARKETING CAREER--The student will be able to:	
Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.	
Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify barriers to employment and strategies to overcome them. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4	
Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal. LA.A.2.4.4, LA.A.2.4.6	
Demonstrate how specific technology applications (i.e. Internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry. LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6	
Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field. LA.A.2.4.7, LA.A.2.4.8	All VBS lessons allow students to experience the different skills necessary for operating a sports franchise, New Franchise Project, Multiplayer Competitions
Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio. LA.B.1.4.1, LA.B.1.4.2	
Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.	New Store Project

The information for this correlation was found at the following web address during 04/2005:
http://www.firn.edu/doe/dwdframe/0506/mk/mk_frame05.htm