

Indiana's Sports, Recreation, and Entertainment Marketing Course Content Standards and Performance Expectations Correlation to Virtual Business – Sports

SM 1.1 Content Standard: Students develop an understanding of the marketing concept, definition, functions, identification, and strategies as it applies to sports, recreation, and entertainment as well as some of the fundamentals of American business in economics, contracts, legal issues, and ethics.

Expectation	VBS Lesson
Explain sports, recreation, and entertainment marketing and its importance	
Explain marketing functions and related activities	Franchise Location, Ticket Pricing, Promotions, Media Planning, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the marketing concept	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the purpose and importance of selling	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the selling process	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of market identification	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of marketing strategies	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of supply and demand (as it relates to the sporting industry)	Ticket Pricing, Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of risk	Franchise Location, Ticket Pricing, Promotions, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of competition	Multiplayer Competitions
Identify GDP (Gross Domestic Product) for sports, recreation, and entertainment industries	
Discuss the global economic impact of sports, recreation, and entertainment – local, state, regional, and national	
Distinguish between business ethics and social responsibility	

Describe business actions that must be evaluated as right or wrong	
Explain environmental factors that shape ethical decision making	
Describe the impact of an organization's structure and culture on ethical decision making	
Explain elements of opportunity and conflict in ethical decision making	
Describe ethical conflict created by internal business activities	
Describe the nature of legally binding contracts	Licensing, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept of risk management and legal issues involved as they pertain to Sports, Recreation, Entertainment Marketing	Stadium Parking, Stadium Personnel, Turnaround, Financials, New Franchise Project, Multiplayer Competitions
Examine how and when to seek legal assistance	

SM 2.1 Content Standard: Students develop an understanding of the fundamental concepts to the marketing mix – that of product, place, and price as they pertain the Sports, Recreation, and Entertainment industries.

Expectation	VBS Lesson
Define the Sports, Recreation, Entertainment product	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Define the various elements of the Sports, Recreation, Entertainment products	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Define the steps in launching a new product	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the nature of the product life cycle	
Describe product position and development	Franchise Location, Promotions, Media Planning, Player Management, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
Examine the various Sports, Recreation, Entertainment facilities	
Explore facility layouts	Franchise Location, New Franchise Project, Multiplayer Competitions
Explore the various strategies of pricing	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze the importance of security	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Discuss the importance of indoor and outdoor	Stadium Parking, Stadium Personnel,

security	Turnaround, New Franchise Project, Multiplayer Competitions
Explain the importance of security stations	
Define the purpose of security planning	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Explain event security functions	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Identify the components of an effective security plan	
Explain how to select appropriate security personnel	

SM 3.1 Content Standard: Students develop an understanding of Promotion as part of the marketing mix by looking at the role of advertising and the media, sales Promotions, and publicity.

Expectation	VBS Lesson
Explain the role of Promotion	Promotion, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain Promotional mix	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze the types of Promotion	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the types of media (The media and the sporting event)	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Calculate media costs	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Schedule media (Steps to secure coverage)	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain parts of a print advertisement	
Prepare advertising copy (copy, headline, logotypes)	
Use past advertisements to aid in Promotional planning	
Check advertising proofs	
Explain the parts of a commercial	
Define public relations	
Compare internal and external public relations	
Define sales Promotions	
Describe five major types of sales Promotions and their uses	
Coordinate Promotional activities	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Coordinate Promotional and selling activities	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Select products to promote	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Select Promotional media	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Obtain publicity	

Review Promotional mix	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
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SM 4.1: Content Standard: Students develop an understanding of the various individual and environmental factors that shape consumer involvement and commitment in Sports, Recreation, and Entertainment Marketing.

Expectation	VBS Lesson
Explain the concept of consumer behavior	
Understand the development of minorities as consumers as an important factor in the marketplace	
Develop an awareness of how minorities as fans impact the sports marketplace	
Understand cultural norms and values	
Understand the subtleties of social classes in terms of the changing nature of sports, recreation, and entertainment	
Recognize the role that significant others have in encouraging participation	
Assess how climate and geographic location affect the marketplace in the Sports, Recreation, and Entertainment industries	Franchise Location, New Franchise Project, Multiplayer Competitions
Understand how perception of the consumer plays an important role in the S/R/E marketplace	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Understand the four motives of the consumer of S/R/E marketing – achievement, affiliation, health and fitness, fun and entertainment.	

SM 5.1: Content Standard: Students develop an understanding of the trends of American business and the sports, entertainment, and recreation industries; also why corporate America becomes involved with sports as a marketing vehicle.

Expectation	VBS Lesson
Develop an understanding of the characteristics of American business and sports industries	Ticket Pricing, Franchise Location, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Financials, Licensing, Sponsorships, Turnaround, Player Management, New Franchise Project, Multiplayer Competitions
Explain the nature of company participation in community activities	
Show how a company builds goodwill	
Illustrate the public awareness of the company, the product, or an event	
Show how a company identifies with a particular market segment; e.g. Harley Davidson	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Describe the importance of creating a positive business image	
Describe the Promotional factors that affect an organization's image	

Evaluate how to alter or reinforce public perception of a company or an event	
Illustrate how a business can gain unique opportunities in terms of hospitality and entertainment	
Describe current business S/R/E industry trends	
Analyze and understand the effect that trends have in the marketplace at the local, state, regional, national, and international areas	
Show how a business can create an advantage over competitors through association or exclusivity	
Analyze how much more advertising a company derives after sponsoring an “arena”	
Identify where a company actually allocates resources to get a message across	Franchise Location, Media Planning, Promotions, Turnaround, New Franchise Location, Multiplayer Competitions
Identify how a company actually does a comparative analysis	
Show how a company creates “this link” in the viewer’s mind	
Show how demographics of the marketplace have changed	

SM 6.1 Content Standard: Students develop an understanding of the difference between licensing and sponsorship, internal and external product licensing, Promotional licensing, licensing programs, etc.

Expectation	VBS Lesson
Explain the licensing industry	Licensing, New Franchise Project, Multiplayer Competitions
Explain the licensing process	Licensing, New Franchise Project, Multiplayer Competitions
Define and describe the copyright laws	
Identify who holds copyrights in a given situation	
Explain the purpose of developing a licensing program	
Define sponsorship as part of licensing	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Develop an understanding of product licensing and sponsorship	Sponsorships, Licensing, Turnaround, New Franchise Project
Describe basic sponsorship criteria	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Describe reasons for buying into a sport	
Evaluate the use of sports as a venue for Promotional licensing	Licensing, New Franchise Project, Multiplayer Competitions
Define exclusivity as a part of licensing	Licensing, New Franchise Project, Multiplayer Competitions
Describe how licensing fits into the objectives of the Promotional mix	
Understand the need for and methods of obtaining private support or sponsorship for	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions

events	
Examine the size and location of the market	Franchise Location, New Franchise Project, Multiplayer Competitions
Analyze the pricing of sponsorship	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions

SM 7.1 Content Standard: Students develop an understanding of the concepts, strategies, and impact of the media and its involvement in Sports, Recreation, and Entertainment Marketing – from the standpoint of the media as a player.

Expectation	VBS Standard
Demonstrate the impact of the media on the local, regional, state, and national sports, recreation, and entertainment industries	
Justify the impact of the media on sports, recreation, and entertainment	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Evaluate the role of the media	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Identify the different media that have increased the popularity of Sports, Recreation, and Entertainment Marketing	
Research the conflict between the media's ownership of sports businesses and the reporting of the news	
Understand the concepts of rights and fees	
Compare the rights and fees that the media pays to S/R/E businesses	
Investigate the problem that pirating causes the media and S/R/E businesses	

SM 8.1 Content Standard: Students develop an understanding of the various aspects involved in the successful production of an event and subsequent production evaluation and self-criticism.

Expectation	VBS Lesson
Demonstrate initiative	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Participate as a team member	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Use time-management principles	All VBS lessons should be completed within the time allotted by the instructor, New Franchise Project, Multiplayer Competitions
Explain the nature of information processing	All VBS lessons require students to evaluate the current business situation and then make decisions to improve upon that situation, New Franchise Project, Multiplayer Competitions
Explain techniques for group decision making	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions

Identify the marketing decision problem	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Develop alternative responses to decision problems	All VBS lessons allow students to make decisions regarding the current situation within the franchise and then to make alternate decisions if necessary, New Franchise Project, Multiplayer Competitions
Establish criteria for evaluating alternative responses to decision problems	All VBS lessons allow students to evaluate various reports in order to evaluate the impact of their responses
Explain the nature and scope of distribution	
Demonstrate responsible behavior	All VBS lessons require students to show responsibility by completing the given tasks and completing the corresponding worksheets, New Franchise Project, Multiplayer Competitions
Explain the concepts of risk management in terms of event planning to completion	Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Access the Internet and obtain relevant information	
Understand the importance of budgeting for an event	Promotions, Media Planning, Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Develop a budget for an event	Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the nature of public relations	
Explain the concept and purpose of advance publicity	
Explain the need for advertising	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Explain the concept and purpose of advance publicity	
Explain the concepts of risk management in terms of event planning to completion	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Review concepts related to event planning, e.g. budget, public relations, event publicity, risk management, etc.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Execute the operation of the event	New Franchise Project, Multiplayer Competitions
Analyze the effects of the event on the target market	Ticket Pricing, Promotions, Media Planning Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Determine the indicators of success or failure	All VBS lessons allow students to monitor the current franchise's reports and financial information, New Franchise
Use feedback for personal/group growth	All VBS lessons may be completed within an

	individual or group environment, New Franchise Project, Multiplayer Competitions
Explain follow-up techniques	
Review performance of vendors	
Complete activity evaluations throughout	
List and explain the organizational process of the event	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Illustrate the job duties using an organizational chart to include job descriptions	
Develop a work plan	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Identify and analyze the resources required for each activity or task	

SM 9.1 Content Standard: Students develop an understanding of the importance of endorsements to the sports, recreation, and entertainment industries

Expectation	VBS Lesson
Know the background or the character of the endorser	
Understand that the endorser will give 100%	
Understand that the athlete or endorser must believe in the product	
Understand the responsibility of the partnership of the endorser and the company	
Understand sports, recreation, and entertainment figures and endorsements	
Describe the effect of endorsements on sales	
Understand the benefits of endorsing a “fallen” celebrity	

SM 10.1 Content Standard: Students develop an understanding of the concepts and strategies needed for personal and professional growth in marketing, especially the sports, recreation, and entertainment industries

Expectation	VBS Lesson
Develop personality traits important to business	
Recognize personal biases and stereotypes	
Demonstrate interest and enthusiasm	
Adjust to change	Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Set personal goals	All VBS lessons recommend goals for students to achieve, New Franchise Project, Multiplayer Competitions
Explain the concept of networking	
Explore careers in the industries of Sports,	

Recreation, and Entertainment	
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SM 11.1 Content Standard: Students develop an understanding of skills needed for the workplace such as listening skills, decision-making skills, planning, etc.

Expectation	VBS Lesson
Apply effective listening skills; Maintain positive attitude	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Demonstrate interest and enthusiasm	New Franchise Project, Multiplayer Competitions
Recognize personal biases and stereotypes	
Make decisions	All VBS lessons require students to make decisions, New Franchise Project, Multiplayer Competitions
Use appropriate assertiveness	
Foster positive working relationships	All VBS lessons may be completed within an individual or team environment
Participate as a team member	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Explain the nature of planning	Franchise Project, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Develop alternative responses to decision problems	All VBS lessons allow students to make choices and alter those choices to find the optimal solution, New Franchise Project, Multiplayer Competitions
Explain techniques for group decision making	All VBS lessons may be completed within an individual or group environment, New Franchise Project, Multiplayer Competitions
Explain the nature of a decision-making process	All VBS lessons require students to evaluate the current franchise's situation and to make decisions in order to improve upon that situation

SM 12.1 Content Standard: Students develop an understanding of the skills necessary for participating as a member of a team.

Expectation	VBS Lesson
Use appropriate assertiveness	
Demonstrate problem-solving skills	All VBS lessons require students to evaluate the current franchise's situation and to utilize problem-solving skills in order to implement the optimal solution, New Franchise Project, Multiplayer Competitions
Implement a plan of action	New Franchise Project, Multiplayer Competitions
Foster positive working relationships	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions

Participate as a team member	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Explain techniques for group decision making	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Identify the marketing decision problem	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Determine who can do the work	
Communicate ideas to others	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Discuss and practice written business communications	
Contribute to group effort	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Teach others new skills	
Demonstrate friendliness, adaptability, and politeness – “sociability skills”	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Explain the nature of effective communications	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Identify barriers to effective communications	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Apply effective listening skills	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Address people properly	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Maintain a positive attitude	
Maintain a positive view of self	
Interpersonal Relations continued	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Demonstrate interest and enthusiasm	
Use feedback for “Personal” growth	All VBS lessons allow students to view the outcomes of their decisions and they may utilize this information to determine what improvements may be necessary, New Franchise Project, Multiplayer Competitions
Adjust to change	Turnaround, New Franchise Project, Multiplayer Competitions
Set personal goals	All VBS lessons recommend goals that students may target, New Franchise Project, Multiplayer Competitions
Use time-management principles	All VBS lessons should be completed within the time allotted by the instructor, New Franchise Project, Multiplayer Competitions

Sell idea to groups	
Negotiate and resolve differing viewpoints	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions

SM 13.1 Content Standard: Students develop an understanding of determining and obtaining relevant information to marketing problems using the media, Internet, business/marketing trends, and through the use of surveys

Expectations	VBS Lesson
Costs/prices – obtain competing prices from vendors	
Media – Select Promotional media	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Media – Calculate media costs	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Careers – gather information from periodicals, the Internet, etc.	
Internet – Access the Internet obtain relevant information	
Trends – Describe current business trends	
Locate – costumes, equipment	
Surveys – Explain the nature of marketing research	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Surveys – Explain the nature of the marketing research problem	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Surveys – Explain the types of research approaches	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Surveys – Describe methods of data collection	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Surveys – Explain the nature of sampling plans	

The information for this correlation was found at the following web address during 06/2005:
<http://www.doe.state.in.us/octe/bme/curriculum/contentstandardsme.htm>.