

Ohio Sports Marketing Education Standards

Correlation to Virtual Business – Sports

01.01.00	Analyze the nature of sports	
Key Indicators-Specialty:		VBS Lesson
01.01.01	Discuss the types of sports	
01.01.02	Analyze the growth of sports	
01.01.03	Analyze trends in sports consumption	Ticket Pricing, Franchise Location, Media Planning, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.01.04	Describe the level of participation in sports	
01.01.05	Analyze the cultural and social roles of sports in America	
01.01.06	Analyze the concept of sports as “entertainment”	
01.01.07	Analyze the concept of sports as a business	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.02.00	Examine the sports industry	
Key Indicators-Specialty:		VBS Lesson
01.02.01	Analyze the national and international sports industry	
01.02.02	Examine the structure of the sports industry	New Franchise Project
01.02.03	Identify cultural, social, and environmental issues that impact the sports industry	New Franchise Project
01.02.04	Identify the impact of media coverage on the growth of the sports industry	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
01.02.05	Describe the impact of sports-specific media on the sports industry	
01.02.06	Research the size and growth of the sports industry	New Franchise Project
01.02.07	Identify trends in the sports industry	New Franchise Project
01.02.08	Describe the opportunities in sports marketing careers	

01.03.00	Examine the recreational, amateur, collegiate, and professional sports segments	
Key Indicators-Specialty:		VBS Lesson
01.03.01	Examine the governing bodies	
01.03.02	Examine the impact of success on team marketing	Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.03.03	Describe the impact of individuals' image and behavior on marketing strategies	
01.03.04	Discuss trends and issues	New Franchise Project
01.03.05	Describe the organizational structure of each segment	
01.03.06	Discuss the economic impact of the segments	
01.03.07	Describe the differences in participants and consumers in the industry segments	
01.04.00	Describe the unique nature and importance of the Olympics	
Key Indicators-Specialty:		VBS Lesson
01.04.01	Identify the economic, social, and cultural role and impact of the Olympics	
01.04.02	Identify the impact of hosting the Olympics	
01.04.03	Describe the financing of the Olympics	
01.04.04	Discuss the role the Olympics play in sports marketing	
01.04.05	Explain the role and scope of Olympic sponsorships	
01.04.06	Describe ambush marketing and its impact on Olympic sponsorships	
01.05.00	Analyze the sports marketing industry	
Key Indicators-Specialty:		VBS Lesson
01.05.01	Define sports marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.05.02	Describe the growth of sports marketing	New Franchise Project
01.05.03	Describe the size of the sports marketing	New Franchise Project

	industry	
01.05.04	Analyze trends in sports marketing	New Franchise Project
01.05.05	Analyze the unique characteristics of sports marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.05.06	Discuss the impact of the World Wide Web on sports marketing	
01.06.00	Examine sports consumption	
Key Indicators-Specialty:		VBS Lesson
01.06.01	Examine reasons individuals participate in sports	
01.06.02	Examine reasons individuals watch and listen to sports	
01.06.03	Examine reasons individuals attend sports events	Promotions, Media Planning, Franchise Location, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
01.06.04	Analyze the unique relationship between sports and sports consumers	
01.06.05	Discuss the impact of the socialization factor on sports consumption	
01.06.06	Describe the importance of consumer sports knowledge on sports consumption	
01.06.07	Describe the concept of "fan identification"	Franchise Location, Ticket Pricing, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
01.06.08	Analyze fan involvement and commitment levels and their relationship to both sports consumption and marketing	Franchise Location, Ticket Pricing, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
02.00.00	Economics	
02.01.00	Apply basic economic concepts	
Key Indicators-Specialty:		VBS Lesson
02.01.01	Apply the concept of economic goods and services to given business situations	

02.01.02	Analyze the functions of money	Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
02.01.03	Identify economic resources	Franchise Location, New Franchise Project, Multiplayer Competitions
02.01.04	Identify differences between economics and economic activities	
02.01.05	Apply the concept of utility to given business situations	Media Planning, Stadium Personnel, Stadium Parking, Player Management, Turnaround, Promotions, New Franchise Project, Multiplayer Competitions
02.01.06	Apply the concepts of supply and demand	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
02.01.07	Apply the concept of price to given business situations	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
02.01.08	Apply the concept of opportunity cost to given business situations	
02.02.00	Analyze economic systems	
Key Indicators-Specialty:		VBS Lesson
02.02.01	Explain the concept of private enterprise	
02.02.02	Identify factors affecting business profit	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
02.02.03	Determine economic factors affecting business risks	Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
02.02.04	Discuss the relationship between government, business, and society	
02.02.05	Identify the types of economic systems	
02.02.06	Identify the relationship between government, business, and society	
02.02.07	Apply the concept of competition to given business situations	Multiplayer Competitions
02.02.08	Analyze the interdependency between	

	government and business	
02.03.00	Analyze cost-profit relationships	
Key Indicators-Specialty:		VBS Lesson
02.03.01	Explain the concept of productivity	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
02.03.02	Describe the nature of service productivity	
02.03.03	Analyze the impact of labor on productivity	
02.03.04	Explain the concept of organized labor and business	
02.03.05	Explain the role of unions	
02.03.06	Explain the law of diminishing returns	
02.03.07	Explain "Return on Investment (ROI)"	
02.04.00	Explain economic indicators/trends	
Key Indicators-Specialty:		VBS Lesson
02.04.01	Explain measures used to analyze economic conditions	
02.04.02	Explain the nature of the Consumer Price Index	
02.04.03	Explain the concept of Gross Domestic Product	
02.04.04	Identify business cycles	
02.04.05	Determine the impact of business cycles on business activities	
02.04.06	Describe the nature of current/past economic problems	
02.04.07	Identify leading/lagging indicators	
02.05.00	Identify global economic concepts	
Key Indicators-Specialty:		VBS Lesson
02.05.01	Explain the nature of global trade	
02.05.02	Identify the impact of cultural, political and social environments on world trade	
02.05.03	Identify examples of marketing American sports internationally	
02.05.04	Identify forms of international business activities	
03.00.00	Communication and Interpersonal Skills	

03.01.00	Use the fundamentals of communication	
Key Indicators-Specialty:		VBS Lesson
03.01.01	Explain the nature of effective communications	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
03.01.02	Demonstrate effective listening skills	All VBS Lessons may be completed within an individual or a group environment, New Franchise Project, Multiplayer Competitions
03.01.03	Reinforce service orientation through communication	
03.01.04	Explain the nature of effective verbal communications	All VBS Lessons may be completed within an individual or a group environment, New Franchise Project, Multiplayer Competitions
03.01.05	Address people properly	All VBS Lessons may be completed within an individual or a group environment, New Franchise Project, Multiplayer Competitions
03.01.06	Write inquiries	
03.01.07	Write persuasive messages	
03.01.08	Write follow-up thank-you letters to clients	
03.01.09	Use communication technologies/systems	
03.01.10	Proofread written communications	New Franchise Project
03.01.11	Use internet/intranet	New Franchise Project
03.01.12	Project a professional business image (appearance, voice, grammar, word, usage, enunciation, and non-verbal)	
03.02.00	Deliver business presentations	
Key Indicators-Specialty:		VBS Lesson
03.02.01	Identify purpose of presentation	New Franchise Project
03.02.02	Identify audience goals	
03.02.03	Determine content	New Franchise Project
03.02.04	Organize content (easy-to-follow points, logical sequence, well-defined speech parts)	New Franchise Project
03.02.05	Demonstrate professional delivery (non-verbal, creative, appropriate volume and pace, smooth transitions, confident)	
03.02.06	Demonstrate appropriate mechanics	

03.02.07	Identify types of presentations for business use	
03.02.08	Outline presentations	
03.02.09	Enhance presentation delivery using various types of technology	New Franchise Project
03.03.00	Prepare written business documents	
Key Indicators-Specialty:		VBS Lesson
03.03.01	Prepare written business documents using various formats (e.g., letters, thank-you notes, acknowledgments, transcripts, and memorandums)	
03.03.02	Prepare complex written reports (e.g., research, analysis, legal)	New Franchise Project
03.04.00	Communicate using telecommunications tools	
Key Indicators-Specialty:		VBS Lesson
03.04.01	Identify company policies regarding use of telecommunication tools (e.g., telephones, answering machine, fax, voice mail, e-mail, teleconferencing systems, Internet access and usage)	
03.04.02	Operate telecommunications equipment in accordance with company policy	
03.04.03	Communicate via telephones, voice mail, e-mail, FAX, teleconferencing systems	
03.04.04	Maintain up-to-date status with new and emerging communication technologies	
03.04.05	Take complete and accurate telephone messages	
03.04.06	Give complete and accurate telephone messages	
03.04.07	Follow established telephone etiquette	
03.05.00	Communicate with staff	
Key Indicators-Specialty:		VBS Lesson
03.05.01	Follow directions	All VBS Lessons require students to follow directions, New Franchise Project, Multiplayer Competitions
03.05.02	Explain nature of staff communication	
03.05.03	Explain the use of interdepartmental/company communications	
03.05.04	Give directions for completing job tasks	

03.05.05	Conduct staff meetings	
03.06.00	Conduct meetings and other group functions	
Key Indicators-Specialty:		VBS Lesson
03.06.01	Plan meetings	
03.06.02	Apply parliamentary procedure	
03.06.03	Schedule meetings	
03.06.04	Prepare agendas	
03.06.05	Make necessary meeting room arrangements	
03.06.06	Make arrangements for participants' special needs (dietary needs, hearing needs, handicap access, foreign language interpreter)	
03.06.07	Facilitate meetings	
03.06.08	Participate in group discussions and meetings	
03.06.09	Communicate roles and responsibilities of committee members and officers	
03.07.00	Maintain work relationships	
Key Indicators-Specialty:		VBS Lesson
03.07.01	Develop cultural sensitivity	
03.07.02	Foster positive working relationships	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions
03.07.03	Participate as a team member	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions
03.07.04	Demonstrate respect for diversity in the workplace	
03.07.05	Demonstrate flexibility in the workplace	
03.07.06	Treat others fairly in the workplace	
03.07.07	Maintain a positive attitude	
03.07.08	Provide needed information to customers and coworkers in a considerate, respectful, and timely manner	
03.07.09	Identify essential skills and strategies for working with organizations and groups	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions

03.07.10	Identify roles of formal and informal groups within organizations	
03.07.11	Demonstrate business professionalism through the use of appropriate manners in accordance with established protocol and company policies	
03.07.12	Gather information needed for international business communications	
03.09.00	Develop customer relationships	
Key Indicators-Specialty:		VBS Lesson
03.09.01	Explain the nature and importance of positive customer/client relations	
03.09.02	Demonstrate a customer-service mindset	
03.09.03	Handle customer inquiries	
03.09.04	Greet clients/guests	
03.09.05	Respond to requests for facilities/services/community information	
03.09.06	Give directions to all locations	
03.09.07	Assess customer's special needs (children, disabilities, etc.)	
03.09.08	Explain communications tools and their impact on customer relationships	
03.09.09	Explain management's role in customer relations	
03.09.10	Research the customer	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
03.09.11	Over deliver to the customer	
03.09.12	Build social relationships with customers	
03.09.13	Maintain detailed client files	
03.09.14	Exhibit optimism	
03.09.15	Exhibit loyalty to organization	
03.09.16	Make every customer feel important	
03.10.00	Build customer service	
Key Indicators-Specialty:		VBS Lesson
03.10.01	Develop loyalty programs	
03.10.02	Create mailbots and FAQs to respond to common questions	
03.10.03	Evaluate how online forums can improve	

	customer relations	
03.10.04	Identify internal and external customers	
03.10.05	Identify customer group	
03.10.06	Use the appropriate communication tool (e.g. direct mail, personal calls, phone, e-mail)	
03.10.07	Discuss the benefits of customer retention versus new customer development	
03.10.08	Recognize the importance of all customers to the business	Franchise Location, Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
03.10.09	Determine customer's individual needs	
03.10.10	Interact with customers in a professional manner (e.g., prompt, friendly, courteous, helpful, knowledgeable, understandable)	
03.10.11	Provide customer service in compliance with ADA	
03.10.12	Explain the nature of guest-host relations	
03.10.13	Follow through on commitments made to customers (e.g., special orders, delivery specifications, new items)	
03.10.14	Communicate business policies to customers	
03.10.15	Interpret business policies so they can be understood by customers/clients	
03.10.16	Handle merchandise returns in accordance with customer service policy	
03.10.17	Handle customer complaints in accordance with customer service policy	
03.10.18	Facilitate customer service through the maintenance of key information systems	
03.10.19	Maintain customer base	
03.10.00	Deal with conflict and change	
Key Indicators-Specialty:		VBS Lesson
03.10.01	Show empathy and respect for others	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions
03.10.02	Use appropriate assertiveness	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions
03.10.03	Be flexible	All VBS Lessons may be completed within an individual or

		a team environment, New Franchise Project, Multiplayer Competitions
03.10.04	Do not take things personally	All VBS Lessons may be completed within an individual or a team environment, New Franchise Project, Multiplayer Competitions
03.10.05	Demonstrate problem-solving skills	All VBS Lessons require students to analyze the current business situation and to utilize problem-solving skills in order to improve upon that situation
03.10.06	Demonstrate negotiation skills	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
03.10.07	Handle difficult customers	
03.10.08	Handle customer/client complaints	
03.10.09	Resolve disputes raised by customers	
03.10.10	Handle situation when the customer is at fault	
03.10.11	Explain the nature of organizational change	
03.10.12	Describe the nature of organizational conflict	
03.10.13	Explain the nature of stress management	
04.00.00	Business Ethics	
04.01.00	Analyze ethical business behavior	
Key Indicators-Specialty:		VBS Lesson
04.01.01	Analyze the relationship between business ethics, image, and marketing	
04.01.02	Analyze current trends in computers and business ethics	
04.01.03	Identify various types of ethical and unethical business practices	
04.01.04	Interpret codes of ethics for given businesses	
04.01.05	Identify potential consequences of unethical business practices	
04.02.00	Evaluate issues related to employee ethics	
Key Indicators-Specialty:		VBS Lesson
04.02.01	Analyze current issues in employee ethics	
04.02.02	Identify types of ethical employee behaviors	
04.02.03	Identify unethical employee behaviors	

04.02.04	Identify potential consequences of unethical behaviors	
04.02.05	Identify ethics established by business for entry-level employees	
04.03.00	Describe ethics in communication	
Key Indicators-Specialty:		VBS Lesson
04.03.01	Respect the privacy of others	
04.03.02	Describe ethical considerations in obtaining, providing, and receiving information across communication channels	
04.03.03	Explain the role of communication ethics in the provision of services	
05.00.00	Business Law	
05.01.00	Identify key elements of contract law	
Key Indicators-Specialty:		VBS Lesson
05.01.01	Describe elements of a valid contract	
05.01.02	Differentiate between types of contracts (oral, written, implied)	
05.01.03	Identify remedies available for breach of contract	
05.01.04	Identify contractual obligations to leagues, associations, and other governing bodies	
05.01.05	Identify contractual issues related to players and coaches	Player Management, New Franchise Project, Multiplayer Competitions
05.01.06	Identify contractual issues related to sponsorships, endorsements, and licenses	Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
05.01.07	Describe liability issues related to the sports product	
05.02.00	Evaluate legal issues in sports marketing	
Key Indicators-Specialty:		VBS Lesson
05.02.01	Describe legal issues affecting sports businesses	
05.02.02	Explain the Fair Use Doctrine	
05.02.03	Analyze unfair competition and trade practices	
05.02.04	Discuss the right of publicity	
05.02.05	Describe first amendment issues	

06.00.00	Professional Development	
06.01.00	Demonstrate self-understanding	
Key Indicators-Specialty:		VBS Lesson
06.01.01	Identify desirable personality traits important to sports marketing	
06.01.02	Maintain appropriate personal appearance	
06.01.03	Maintain positive attitude	
06.01.04	Demonstrate interest and enthusiasm	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
06.01.05	Demonstrate responsible behavior	All VBS Lessons require students to follow directions and meet certain goals within the time allotted, New Franchise Project, Multiplayer Competitions
06.01.06	Demonstrate honesty and integrity	
06.01.07	Recognize personal biases and stereotypes	
06.01.08	Demonstrate ethical work habits	
06.01.09	Demonstrate orderly and systematic behavior	
06.01.10	Demonstrate initiative	All VBS Lessons require students to follow directions and meet certain goals within the time allotted, New Franchise Project, Multiplayer Competitions
06.01.11	Demonstrate self-control	
06.01.12	Demonstrate appropriate creativity	New Franchise Project
06.01.13	Be punctual	
06.01.14	Demonstrate flexibility in meeting deadlines	
06.01.15	Describe traits important to the success of employees in the sports marketing industry	
06.02.00	Use self-development tools	
Key Indicators-Specialty:		VBS Lesson
06.02.01	Assess personal interests and skills needed for success in business	

06.02.02	Explain the concept of self-esteem	
06.02.03	Use feedback for personal growth	
06.02.04	Adjust to change	
06.02.05	Make decisions	All VBS Lessons require students to evaluate the current business situation and to make decisions regarding the business based on that information, New Franchise Project, Multiplayer Competitions
06.02.06	Set personal goals	All VBS Lessons allow students to set personal goals and continuous opportunity to reach those goals, New Franchise Project, Multiplayer Competitions
06.02.07	Use time-management principles	All VBS Lessons require students to follow directions and meet certain goals within the time allotted, New Franchise Project, Multiplayer Competitions
06.02.08	Seek a mentor	
06.02.09	Seek an internship	
06.02.10	Develop a network	
06.02.11	Be persistent	All VBS Lessons allow students to set personal goals and continuous opportunity to reach those goals, New Franchise Project, Multiplayer Competitions
06.03.00	Analyze career planning processes	
Key Indicators-Specialty:		VBS Lesson
06.03.01	Analyze employer expectations in the business environment	
06.03.02	Explain the rights of workers	
06.03.03	Identify sources of career information	
06.03.04	Research employment opportunities in sports marketing	
06.03.05	Identify tentative occupational interest	
06.03.06	Recognize the importance of "paying your dues"	
06.03.07	Analyze why you want to work in sports marketing	

06.03.08	Recognize the sacrifices needed when working in this industry	
06.03.09	Do not place limitations on your career planning (geographic, particular sport, etc.)	
06.03.10	Research projected growth and availability of various business and management careers	
06.03.11	Demonstrate knowledge of careers within the business field	
06.03.12	Explore specific business and management career interests	
06.03.13	Analyze trends and issues in business affecting potential careers	
06.04.00	Manage professional career	
Key Indicators-Specialty:		VBS Lesson
06.04.01	Develop skills and characteristics wanted by sports marketing employers	
06.04.02	Identify possible advancement patterns in sports marketing careers	
06.04.03	Develop professional goals	
06.04.04	Develop skills and characteristics wanted by business employers	
06.04.05	Identify possible advancement patterns in business	
06.04.06	Set personal goals	All VBS Lessons allow students to set personal goals and continuous opportunity to reach those goals, New Franchise Project, Multiplayer Competitions
06.04.07	Monitor progress toward personal goals	All VBS Lessons allow students to set personal goals and continuous opportunity to reach those goals, New Franchise Project, Multiplayer Competitions
06.04.08	Plan for career growth, both nationally and internationally	
06.04.09	Identify the steps to follow in leaving a business position	
06.05.00	Apply job-seeking skills	
Key Indicators-Specialty:		VBS Lesson
06.05.01	Utilize job-search strategies	
06.05.02	Write a letter of application	
06.05.03	Prepare a résumé	

06.05.04	Complete a job application	
06.05.05	Interview for a job	
06.05.06	Write a follow-up letter after job interviews	
06.05.07	Post employment data on the Internet	
06.05.08	Create network	
06.05.09	Utilize recruitment companies	
06.05.10	Prepare documentation needed for obtaining a position	
06.05.11	Update documents needed for business employment	
06.05.12	Compile documents in a professional manner	
06.05.13	Identify employment opportunities	
06.05.14	Dress appropriately for job interview	
06.05.15	Present credentials, philosophy, and goals in a job interview for a business position	
06.06.00	Plan for professional development	
Key Indicators-Specialty:		VBS Lesson
06.06.01	Identify the role of professional organizations in the professional development process	
06.06.02	Keep up-to-date by reading professional publications	
06.06.03	Determine the benefits to business of employees belonging to professional organizations (membership, networking)	
06.06.04	Examine the benefits of belonging to civic and community organizations	
06.06.05	Determine the areas of continuing education needed in the business community	
06.06.06	Examine benefits of continuing education for business field	
06.07.00	Utilize continuing development activities	
Key Indicators-Specialty:		VBS Lesson
06.07.01	Explain possible advancement patterns for sports marketing jobs	
06.07.02	Identify skills needed to enhance career progression	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions

06.07.03	Use networking techniques	
07.00.00	Business, Management, and Entrepreneurship	
07.01.00	Describe business fundamentals	
Key Indicators-Specialty:		VBS Lesson
07.01.01	Explain the role of business in society	
07.01.02	Explain marketing and its importance in a global economy	
07.01.03	Describe sales functions and related activities	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
07.01.04	Explain the concept of production	
07.01.05	Describe crucial elements of a quality culture	
07.01.06	Describe types of business activities	Ticket Pricing, Stadium Personnel, Stadium Parking, Financials, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
07.01.07	Identify marketing functions and related activities	Franchise Location, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
07.01.08	Identify current trends in marketing and their effects on business operation	New Franchise Project
07.02.00	Describe management and entrepreneurial functions	
Key Indicators-Specialty:		VBS Lesson
07.02.01	Identify the functions of management	Stadium Personnel, Stadium Parking, Player Management, Sponsorships, Licensing, Ticket Pricing, Franchise Location, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
07.02.02	Describe the role of management in the achievement of quality	
07.02.03	Explain the nature of managerial ethics	
07.02.04	Identify types of business ownership and the characteristics of each	
07.02.05	Identify advantages and disadvantages of various types of business ownership	

07.02.06	Identify areas of management (e.g., human resources, financial, facility, inventory, information systems, logistics, accounting, marketing, and sales) and their relationship to business functions	
07.02.07	Identify management levels and their role in the organization	
07.03.00	Apply analytical skills in business operations	
Key Indicators-Specialty:		VBS Lesson
07.03.01	Determine what information is needed to solve problems and make decisions	All VBS Lessons present students with a current business situation and students must analyze this situation in order to use appropriate problem-solving skills to improve upon the situation, New Franchise Project, Multiplayer Competitions
07.03.02	Determine whether information is sufficient, insufficient, or extraneous when solving business problems	All VBS Lessons present students with a current business situation and students must analyze this situation in order to use appropriate problem-solving skills to improve upon the situation, New Franchise Project, Multiplayer Competitions
07.03.03	Interpret data needed to solve problems and make decisions	All VBS Lessons present students with financial data pertaining to the current business that they must analyze in order to make decisions, New Franchise Project, Multiplayer Competitions
07.03.04	Apply information from tables, charts, and graphs to problem solving and decision-making	All VBS Lessons present students with financial data pertaining to the current business that they must analyze in order to make decisions, New Franchise Project, Multiplayer Competitions
07.03.05	Interpret workflow and organizational charts	
07.03.06	Apply logic skills to business decisions	All VBS Lessons present students with a current business situation and students must analyze this situation in order to use appropriate problem-solving skills to improve upon the situation, New Franchise Project, Multiplayer

		Competitions
07.04.00	Perform scheduling functions	
Key Indicators-Specialty:		VBS Lesson
07.04.01	Maintain appointment calendars, including electronic calendars	
07.04.02	Maintain schedules	
07.04.03	Manage scheduling conflicts	
07.04.04	Create calendar/schedule of activities (itineraries)	
07.05.05	Identify the need for management across projects	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
07.05.00	Maintain a records management system	
Key Indicators-Specialty:		VBS Lesson
07.05.01	Develop a system for maintaining necessary company records	
07.05.02	Maintain secured and protected filing systems	
07.05.03	Store materials within appropriate filing systems	
07.05.04	Retrieve requested materials from established filing systems	
07.05.05	Purge filing systems in accordance with company policy	
07.06.00	Analyze purchasing functions	
Key Indicators-Specialty:		VBS Lesson
07.06.01	Explain the nature and scope of purchasing	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
07.06.02	Explain company buying/purchasing policies	
07.06.03	Explain the nature of the buying process	
07.06.04	Explain the nature of buyer reputation/vendor relationships	
07.06.05	Qualify vendors	
07.06.06	Conduct bidding process	

07.06.07	Choose vendors	
07.06.08	Negotiate contracts with vendors	
07.06.09	Review performance of vendors	
07.07.00	Apply mathematics skills in business operations	
Key Indicators-Specialty:		VBS Lesson
07.07.01	Use algebraic equations to solve unknowns	
07.07.02	Apply number relations (e.g., greater than, less than, equal)	All VBS Lessons allow students to view financial information regarding the current business, New Franchise Project, Multiplayer Competitions
07.07.03	Interpret measurement (e.g., weight, capacity, length, area, volume)	
07.07.04	Calculate break-even sales	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.07.05	Calculate discounts and due dates	
07.07.06	Calculate percentages	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.07.07	Make estimates based on given data (e.g., time, financial, inventory)	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.07.08	Prove financial data (e.g., checkbooks, cash drawers, accounting forms)	
07.07.09	Apply keyboarding and 10-key skills	
07.07.10	Make change	All VBS Lessons allow students to make changes to the current business in an effort to reach improvement, New Franchise Project, Multiplayer

		Competitions
07.08.00	Analyze accounting functions	
Key Indicators-Specialty:		VBS Lesson
07.08.01	Calculate net sales	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.02	Describe nature of cash flow statements	
07.08.03	Prepare cash flow statements	
07.08.04	Describe nature of business records	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.05	Prepare budgets	
07.08.06	Calculate financial ratios	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.07	Interpret financial statements	Financials, All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.08	Identify the purposes of basic accounting functions	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.09	Apply generally accepted accounting principles and procedures in business operations	All VBS Lessons allow students to view the current business' financial statement which is

		exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.10	Employ computer accounting applications	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.11	Prepare balance sheets and profit-and-loss statements	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.12	Interpret inventory control system data	
07.08.13	Analyze financial reports both electronically and manually	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.14	Evaluate cost-profit relationships	
07.08.15	Predict financial outcomes relative to business decisions and financial data	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.08.16	Identify components of a financial plan	
07.08.17	Set long-term financial goals and objectives (business, personal)	All VBS Lessons allow students to view the current business' financial statement which is exportable to Excel where further analysis and calculations may be performed, New Franchise Project, Multiplayer Competitions
07.09.00	Perform banking functions	

Key Indicators-Specialty:		VBS Lesson
07.09.01	Perform e-commerce banking functions	
07.09.02	Maintain a checkbook with proper reconciliation	
07.09.03	Complete bank deposits/records	
07.10.00	Analyze general business risk issues	
Key Indicators-Specialty:		VBS Lesson
07.10.01	Explain types of business risk	Franchise Location, Ticket Pricing, Stadium Personnel, Stadium Parking, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
07.10.02	Identify speculative business risks	
07.10.03	Analyze promotional risks	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
07.10.04	Identify strategies to protect digital data	
07.10.05	Explain nature of risk management	
07.10.06	Explain liability issues	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.10.07	Analyze liability concerns for a sports event	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.10.08	Explain processes to limit or transfer risks	
07.10.09	Describe the concept of insurance	
07.11.00	Follow procedures to reduce financial risks	
Key Indicators-Specialty:		VBS Lesson
07.11.01	Establish policies/procedures for preventing internal theft	
07.11.02	Follow policies and procedures for preventing vendor theft	
07.11.03	Explain procedures for reducing bad check losses	
07.11.04	Develop procedures for safeguarding cash	
07.11.05	Follow procedures for preventing burglary	
07.11.06	Follow procedures for handling a robbery situation	

07.11.07	Inspect currency for counterfeit bills, check authenticity, credit card fraud, smart card fraud, check card fraud, electronic currency fraud	
07.11.08	Open/close a business facility	
07.12.00	Describe safety and security issues	
Key Indicators-Specialty:		VBS Lesson
07.12.01	Explain routine security precautions	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
07.12.02	Develop procedures for selecting security personnel	
07.12.03	Develop security plans for sports events	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
07.12.04	Follow safety precautions	
07.12.05	Clean service and work areas	
07.12.06	Explain procedures for handling accidents	
07.12.07	Explain procedures for dealing with workplace threats	
07.12.08	Maintain crowd control	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
07.12.09	Handle emergency situations at sports events	
07.12.10	Correct hazardous conditions	
07.12.11	Establish fire-prevention program	
07.12.12	Establish safety policies and procedures	
07.12.13	Describe the nature of risk management for event planning	
07.12.14	Develop a public relations plan related to security	
07.13.00	Follow human resources policies	
Key Indicators-Specialty:		VBS Lesson
07.13.01	Plan/organize the work efforts of others	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.13.02	Schedule employees	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.13.03	Delegate responsibility for job tasks	Stadium Personnel, Stadium

		Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.13.04	Explain standards for job performance	
07.13.05	Establish goals based on standards	
07.13.06	Develop job descriptions	
07.13.07	Explain nature of wage and benefit programs	
07.13.08	Recognize chain of command	
07.13.09	Train new employees	
07.14.00	Analyze personnel policies and procedures	
Key Indicators-Specialty:		VBS Lesson
07.14.01	Describe ethics in personnel issues	
07.14.02	Identify company rules and regulations	
07.14.03	Follow personnel policies	
07.14.04	Identify professional development guidelines within an organization	
07.14.05	Identify appropriate training plan for an organization	
07.14.06	Evaluate training effectiveness for employees	
07.15.00	Develop volunteers	
Key Indicators-Specialty:		VBS Lesson
07.15.01	Define why volunteers are needed	
07.15.02	Design valuable opportunities for volunteers	
07.15.03	Organize tasks to identify number of volunteers needed	
07.15.04	Help recruit and screen volunteers	
07.15.05	Train volunteers	
07.15.06	Place volunteers	
07.15.07	Supervise volunteers	
07.15.08	Recognize volunteers	
07.15.09	Evaluate volunteer processes	
07.15.10	Have volunteers evaluate processes	
07.15.11	Explain the role of volunteers in product extension and public relations	
07.16.00	Lead others	

Key Indicators-Specialty:		VBS Lesson
07.16.01	Orient new employees	
07.16.02	Explain management's role in orienting new employees	
07.16.03	Explain the role of training and human resource development	
07.16.04	Explain the nature of management/supervisory training	
07.16.05	Conduct training class/program	
07.16.06	Explain the nature of leadership in organizations	
07.16.07	Identify methods to build employee morale	
07.16.08	Explain the concept of staff motivation	
07.16.09	Explain the relationship between communication and employee attitude	
07.16.10	Explain the concept of employee participation in decision-making	
07.16.11	Provide feedback regarding work efforts	
07.16.12	Encourage team building	Multiplayer Competitions
07.16.13	Handle employee complaints and grievances	
07.16.14	Ensure equitable opportunities for employees	
07.16.15	Assess employee morale	
07.16.16	Assess employee performance	
07.16.17	Explain the nature of remedial action	
07.16.18	Identify the kinds of rewards, incentives, and motivators people seek at work	
07.16.19	Identify the role of performance evaluations	
07.17.00	Use financial functions	
Key Indicators-Specialty:		VBS Lesson
07.17.01	Explain the nature of overhead/operating costs	Franchise Location, Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
07.17.02	Explain employee's role in expense control	
07.17.03	Control use of supplies	
07.17.04	Describe the nature of managerial control (e.g., control process, types of control, what is controlled)	
07.17.05	Identify routine activities for maintaining business facilities and equipment	

07.17.06	Explain the nature of operating budgets	
07.17.07	Develop a budget for a business	New Franchise Project
07.17.08	Use budgets to control operations	
07.17.09	Determine cost effective operating hours	
07.17.10	Develop expense-control plans	
07.17.11	Analyze operating results in relation to budget/industry	New Franchise Project
07.17.12	Analyze cash flow patterns	
07.17.13	Leverage opportunities	
07.18.00	Plan for the business	
Key Indicators-Specialty:		VBS Lesson
07.18.01	Develop company objectives for a strategic business unit	New Franchise Project
07.18.02	Develop strategies to achieve company goals/objectives	New Franchise Project
07.18.03	Explain external planning considerations	New Franchise Project
07.18.04	Develop business plan	New Franchise Project
07.18.05	Explain the nature/parts of business plans	New Franchise Project
07.18.06	Identify the relationship between the business plan and the business organization	New Franchise Project
07.19.00	Plan projects	
Key Indicators-Specialty:		VBS Lesson
07.19.01	Develop project plans	New Franchise Project
07.19.02	Use project-planning tools	New Franchise Project
07.19.03	Evaluate success of project	New Franchise Project
07.19.04	Track work using flow chart	
07.20.00	Explain basic e-commerce concepts	
Key Indicators-Specialty:		VBS Lesson
07.20.01	Define e-commerce concepts	
07.20.02	Describe the components of e-commerce (e.g., front-end, back-end)	
07.20.03	Explain how e-commerce is similar to, and different from, traditional commerce	
07.20.04	Explain history and development of e-commerce	
07.20.05	Discuss the global impact of e-commerce	

07.20.06	Explain the scope of e-commerce and how it relates to business practices	
07.20.07	Explain how e-commerce relates to e-business and e-terminology	
07.20.08	Describe the impact of wireless e-commerce	
07.20.09	Describe the impact of emerging technologies	
07.20.10	Explain business-to-business e-commerce	
07.20.11	Explain business-to-consumer e-commerce	
07.20.12	Explain consumer-to-consumer e-commerce	
07.20.13	Describe the impact of e-commerce on business and society	
07.20.14	Describe the impact of e-commerce on the sports industry	
07.20.15	Describe the impact of e-commerce on the sports marketing industry	
07.20.16	Develop design and copy to feature logo merchandise and ticket sales on an e-commerce site	
08.00.00	Distribution	
08.01.00	Explain the nature and scope of distribution	
Key Indicators-Specialty:		VBS Lesson
08.01.01	Explain the concept of distribution in sports marketing	
08.01.02	Discuss types of inventory (e.g. merchandise, tickets, stadium signs)	Ticket Pricing, Promotions, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
08.01.03	Explain the nature of channels of distribution	
08.01.04	Identify channels in sports marketing	
08.01.05	Explain direct and indirect distribution	
08.01.06	Explain the concept of distribution intensity	
08.01.07	Describe the use of technology in the distribution function	
08.01.08	Discuss the nature of service intermediaries	
08.01.09	Explain legal considerations in distribution	
08.01.10	Describe ethical considerations in distribution	
08.01.11	Explain the role of the media as distribution channels (e.g. sports specific media, pay-per-view, cable, satellite, Big 4 channels)	

08.01.12	Discuss single versus multiple channel distribution in sports marketing	
08.01.13	Describe ticket distribution services	
08.01.14	Describe the trend toward integration of distribution channels	
08.02.00	Use order fulfillment processes	
Key Indicators-Specialty:		VBS Lesson
08.02.01	Explain the relationship between customer service and distribution	
08.02.02	Prepare invoices	
08.02.03	Use an information system for order fulfillment	
08.03.00	Complete warehousing/stock-handling functions	
Key Indicators-Specialty:		VBS Lesson
08.03.01	Explain receiving processes	
08.03.02	Explain shipping processes	
08.03.03	Explain storing considerations	
08.03.04	Explain warehousing processes	
08.03.05	Receive products	
08.03.06	Store products	
08.04.00	Manage inventory	
Key Indicators-Specialty:		VBS Lesson
08.04.01	Select inventory control system(s) (Periodic, perpetual, dollar, LLIFO, FIFO) appropriate for inventory needs	
08.04.02	Manage inventory manually and/or electronically	
08.04.03	Maintain inventory control records and systems	
08.04.04	Identify reasons for inventory shrinkage	
08.04.05	Prepare inventory records and reports	
08.05.00	Coordinate management of distribution	
Key Indicators-Specialty:		VBS Lesson
08.05.01	Coordinate distribution with other marketing activities	

08.05.02	Explain the nature of channel-member relationships	
08.05.03	Explain the nature of channel strategies	
08.05.04	Describe strategies used to manage service delivery through intermediaries	
08.05.05	Describe the role of sports agents as channel intermediaries	
08.05.06	Explain how the leagues (associations, organizations) control distribution channels	
08.05.07	Select channels of distribution for selected inventory	
08.05.08	Evaluate channel members	
08.05.09	Explain supply chain management	
08.06.00	Distribute products	
Key Indicators-Specialty:		VBS Lesson
08.06.01	Choose appropriate distribution processes for tickets and merchandise	
08.06.02	Identify various classes of shipments and mail	
08.06.03	Sort/distribute shipments and mail	
08.06.04	Identify requirements for shipping/mail (e.g., package, domestic, international)	
08.06.05	Select shipment method appropriate for shipping/mail needs	
08.06.06	Choose appropriate distribution processes for tickets and merchandise	
08.07.00	Analyze the process for venue selection	
Key Indicators-Specialty:		VBS Lesson
08.07.01	Evaluate accessibility and layout	Franchise Location, New Franchise Project, Multiplayer Competitions
08.07.02	Identify the drawing radius	
08.07.03	Determine the extent of government cooperation in that area	
08.07.04	Determine potential financing arrangements	
08.07.05	Identify security features of site	
08.07.06	Analyze amenities in area and in venue	
08.07.07	Assess parking and convenience factors	Franchise Location, Stadium Parking, New Franchise Project, Multiplayer Competitions
08.07.08	Identify cost of venue	Franchise Location, New Franchise Project, Multiplayer

		Competitions
08.07.09	Complete a marketing feasibility study	Franchise Location, New Franchise Project, Multiplayer Competitions
09.00.00	Finance	
09.01.00	Describe business financing	
Key Indicators-Specialty:		VBS Lesson
09.01.01	Explain the nature and scope of financing	
09.01.02	Describe the use of technology in the financing function	
09.01.03	Analyze critical banking relationships	
09.01.04	Describe sources of financing for businesses	
09.01.05	Explain the role of public financing in facility/venue development	
09.02.00	Follow procedures in extending credit	
09.02.01	Explain the purposes and importance of credit	
09.02.02	Run credit check reports	
09.02.03	Follow company policy regarding methods of payment\	
09.02.04	Make critical decisions regarding acceptance of bankcards	
09.02.05	Evaluate financial status of a client	
09.02.06	Establish credit terms and limits	
09.02.07	Collect payments	
09.02.08	Calculate the cost of accepting credit cards	
09.02.09	Determine the factors involved in issuing credit	
09.02.10	Identify the components of credit reports	
10.00.00	Marketing-Information Management	
10.01.00	Complete marketing-information management functions	
Key Indicators-Specialty:		VBS Lesson
10.01.01	Describe the need for marketing information	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

10.01.02	Explain the nature and scope of marketing-information management	
10.01.03	Explain the role of ethics in marketing-information management	
10.01.04	Use technology in managing marketing information	
10.01.05	Assess marketing-information needs	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
10.01.06	Develop a marketing-information management system	
10.02.00	Gather information	
Key Indicators-Specialty:		VBS Lesson
10.02.01	Identify information monitored for marketing decision-making	
10.02.02	Describe primary and secondary data	
10.02.03	Search the Internet for marketing information	New Franchise Project
10.02.04	Monitor internal records for marketing information	
10.02.05	Monitor industry publications and trade journals for marketing information	New Franchise Project
10.02.06	Collect marketing information from others (e.g., customers, staff, vendors)	Franchise Location, Ticket Pricing, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
10.02.07	Conduct a benchmarking study	
10.02.08	Conduct an environmental scan to obtain marketing information	
10.02.09	Identify research methods used to evaluate service quality	
10.02.10	Explain the concept of data mining	
10.02.11	Explain the levels of data warehousing (e.g., data warehouse, data mart, data store)	
10.03.00	Conduct marketing research	
Key Indicators-Specialty:		VBS Lesson
10.03.01	Explain the nature of marketing research in a marketing-information management system	
10.03.02	Describe types of marketing research	
10.03.03	Define a problem	Franchise Location, Ticket Pricing, Promotions, Media

		Planning, New Franchise Project, Multiplayer Competitions
10.03.04	Choose research design type	
10.03.05	Identify data collection methods	
10.03.06	Design a sample	
10.03.07	Collect data	Franchise Location, Ticket Pricing, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
10.04.00	Process information	
Key Indicators-Specialty:		VBS Lesson
10.04.01	Describe techniques for processing marketing information	
10.04.02	Explain the use of databases in organizing marketing data	
10.04.03	Explain the importance and use of integrated databases	
10.04.04	Use a database for information analysis	
10.04.05	Explain the importance of databases that allow for multiple users and simultaneous access	
10.04.06	Design a database for retrieval of information in a form for decision making	
10.04.07	Interpret descriptive statistics for marketing decision-making	
10.05.00	Report information	
Key Indicators-Specialty:		VBS Lesson
10.05.01	Write marketing reports	
10.05.02	Present report findings and recommendations	Franchise Location, Promotions, New Franchise Project, Multiplayer Competitions
10.06.00	Use marketing planning	
Key Indicators-Specialty:		VBS Lesson
10.06.01	Explain the concept of marketing strategies	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, New Franchise Project, Multiplayer Competitions
10.06.02	Explain the nature of service marketing strategies	

10.06.03	Identify considerations in implementing global marketing strategies	
10.06.04	Explain the concept of market and market identification	Franchise Location, Ticket Pricing, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
10.06.05	Define customer profile	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, New Franchise Project, Multiplayer Competitions
10.06.06	Describe the nature of target marketing in sports marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Player Management, New Franchise Project, Multiplayer Competitions
10.06.07	Explain the role of situational analysis in the marketing-planning process	
10.06.08	Conduct Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis for use in marketing planning process	
10.06.09	Develop a marketing plan	New Franchise Project
10.06.10	Monitor marketing conditions	All VBS Lessons allow students access to certain reports and financial information for decision-making and analysis purposes, New Franchise Project, Multiplayer Competitions
10.06.11	Describe measures used to control marketing planning	
10.06.12	Conduct marketing audits	
10.06.13	Evaluate performance of marketing plan	New Franchise Project
10.06.14	Identify the purposes and functions of a marketing plan	New Franchise Project
10.06.15	Explain the concept of marketing strategies	New Franchise Project
10.06.16	Analyze market segmentation and its role in the marketing plan	Franchise Location, Media Planning, New Franchise Project, Multiplayer Competitions
11.00.00	Pricing	
11.01.00	Evaluate pricing processes	
Key Indicators-Specialty:		VBS Lesson

11.01.01	Explain the nature and scope of the pricing function	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.01.02	Explain the impact of organizational objectives on pricing	
11.01.03	Explain the nature of pricing in the sports industry	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.01.04	Explain the impact of distribution on pricing	
11.01.05	Determine the impact of time, image, success, location, market conditions, and event frequency on pricing sports	New Franchise Project, Multiplayer Competitions
11.01.06	Explain the fan cost index statistic	
11.01.07	Explain the impact of profit versus non-profit structures on pricing	
11.01.08	Assess competitors' pricing strategies	
11.01.09	Describe the role of business ethics in pricing	
11.01.10	Explain legal considerations for pricing	
11.01.11	Explain strategies for pricing new products and services	
11.01.12	Identify difficulties in pricing sports	
11.01.13	Explain psychological pricing	
11.01.14	Describe promotional and non-promotional pricing strategies (e.g. product line or mix pricing, package or bundle pricing, value-based pricing, sales/promotion pricing, capitation, differential, captive, added-value pricing)	
11.01.15	Determine geographic pricing strategies to adjust base prices	
11.01.16	Identify segmented pricing strategies that can be used to adjust base prices	
11.01.17	Determine how changes in the economy impact pricing	New Franchise Project
11.02.00	Determine prices	
Key Indicators-Specialty:		VBS Lesson
11.02.01	Explain factors affecting the pricing decision	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.02.02	Describe considerations for the pricing of services	
11.02.03	Select approach for setting a base price (e.g., cost, demand, competition)	
11.02.04	Use technology in pricing	

11.02.05	Determine cost of product/service (e.g., breakeven, ROI)	All VBS Lessons allow students access to the current business' financial information which is exportable to Excel where more analysis and calculations may be conducted, New Franchise Project, Multiplayer Competitions
11.02.06	Calculate break-even point	All VBS Lessons allow students access to the current business' financial information which is exportable to Excel where more analysis and calculations may be conducted, New Franchise Project, Multiplayer Competitions
11.02.07	Identify strategies for pricing new products/services)	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.02.08	Select product/service(s) pricing strategies	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.02.09	Determine discounts and allowances that will be used to adjust base prices	
11.02.10	Identify cost of credit card transactions and other fees	
11.02.11	Set prices	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
11.02.12	Adjust prices to maximize profitability	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
12.00.00	Product/Service Management	
12.01.00	Analyze factors involved in managing products and services	
Key Indicators-Specialty:		VBS Lesson
12.01.01	Explain the nature and scope of product/service management	Stadium Personnel, Stadium Parking, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
12.01.02	Describe the unique aspect of the sports product	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer

		Competitions
12.01.03	Explain the importance of sports performance statistics in marketing sports	Player Management, New Franchise Project, Multiplayer Competitions
12.01.04	Describe the concept of the athlete as a sports product	
12.01.05	Analyze product/service trends in the sports marketing industry	New Franchise Project
12.01.06	Analyze the impact of product/service life cycles on marketing decisions	
12.01.07	Explain business ethics in product/service management	
12.01.08	Explain how the sports experience extends the sports product	Franchise Location, Promotions, Stadium Personnel, Stadium Parking, Licensing, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
12.02.00	Explain quality assurances	
Key Indicators-Specialty:		VBS Lesson
12.02.01	Describe the nature of service standards	
12.02.02	Explain strategies for balancing standardization and personalization of services	
12.02.03	Explain guarantees	
12.02.04	Identify consumer protection provisions of appropriate agencies	
12.03.00	Determine product/service mix	
Key Indicators-Specialty:		VBS Lesson
12.03.01	Explain the concept of product/service mix	Franchise Location, Stadium Personnel, Stadium Parking, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
12.03.02	Explain the nature of product extensions in sports marketing	
12.03.03	Explain the nature of integrated services	
12.03.04	Explain the nature of queuing systems in services marketing	
12.03.05	Determine merchandising opportunities for a sports event/team/personality	
12.03.06	Describe the importance of concessions	

12.03.07	Describe the types of concessions	
12.03.08	Discuss leveraging potential marketing partnerships with branded products carried at concession stands	
12.03.09	Explain the importance of convenience factors	
12.03.10	Discuss the role of the venue as a product extension (smart seats, "sports malls", etc.)	
12.03.11	Describe the nature of product/service bundling	
12.03.12	Plan product/service mix	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
12.03.13	Use technology in managing products/services	
12.04.00	Develop new products	
Key Indicators-Specialty:		VBS Lesson
12.04.01	Identify types of potential products	
12.04.02	Generate ideas	
12.04.03	Screen ideas	
12.04.04	Test the concept	
12.04.05	Test market selection decisions (distribution, price, etc.)	
12.04.06	Test market	
12.04.07	Introduce product	
12.05.00	Analyze positioning	
Key Indicators-Specialty:		VBS Lesson
12.05.01	Describe factors used by marketers to position products/businesses/services	Franchise Location, New Franchise Project, Multiplayer Competitions
12.05.02	Explain logo ownership rights	Licensing, New Franchise Project, Multiplayer Competitions
12.05.03	Explain co-branding and its impact on positioning	
12.05.04	Explain the role of customer service in positioning/image	
12.05.05	Describe the role of customer expectations in services marketing	

12.06.00	Analyze the concept of branding	
Key Indicators-Specialty:		VBS Lesson
12.06.01	Identify the brand	
12.06.02	Explain how the Internet affects branding	
12.06.03	Explain the importance of branding in buyer decision-making	
12.06.04	Define trademark, brand name, brand mark, licensing, and brand equity	
12.06.05	Evaluate reasons why customers are brand loyal	
12.06.06	Describe brand strategies (e.g., family brand, individual brand, multiple brand strategy) and the advantages and disadvantages of each	
12.06.07	Describe trademarks and trademark limitations	
12.06.08	Analyze the value of branding for businesses	
12.06.09	Analyze the pros and cons of branding for consumers	
12.06.10	Describe URL implications	
12.06.11	Identify mediums to communicate brand message	
12.06.12	Analyze the value of an individual brand in a competitive marketplace	
12.06.13	Identify secondary brands	
12.07.00	Build brand identity	
Key Indicators-Specialty:		VBS Lesson
12.07.01	Identify business components that influence buyer perception of a brand (e.g., advertising, product presentation, customer service, packaging, shipping, public relations, web site)	
12.07.02	Integrate logos, slogans, URL, etc. throughout offline and online publications and advertising	
12.07.03	Continue to brand without regard to external factors	
12.07.04	Increase brand identity through co-branding	
12.07.05	Integrate components into a consistent brand identity process	
13.00.00	Promotion	
13.01.00	Analyze promotion fundamentals	

Key Indicators-Specialty:		VBS Lesson
13.01.01	Explain the nature and scope of promotion	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
13.01.02	Explain the communication process used in promotion	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.01.03	Explain the role of promotion in marketing	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
13.01.04	Identify the elements of the promotional mix	
13.01.05	Describe the use of business ethics in promotion	
13.01.06	Describe the regulation of promotion	
13.01.07	Explain use of databases in promotion	
13.01.08	Identify sources and costs of databases	
13.02.00	Assess external marketing services	
Key Indicators-Specialty:		VBS Lesson
13.02.01	Identify the types of external marketing (e.g., sales promotion, direct marketing, public relations, marketing research, product/package/interactive design, advertising)	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.02.02	Determine the role of external marketing services	
13.02.03	Identify service providers	
13.02.04	Recommend service provider strategies	
13.02.05	Evaluate external providers	
13.03.00	Use advertising	
Key Indicators-Specialty:		VBS Lesson
13.03.01	Explain the types of advertising media	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.03.02	Explain components of advertisements	
13.03.03	Write promotional messages that appeal to targeted markets	
13.03.04	Explain the nature of direct advertising strategies	
13.03.05	Describe considerations in using databases in advertising	
13.03.06	Develop media strategies	Media Planning, Turnaround,

		New Franchise Project, Multiplayer Competitions
13.03.07	Calculate media costs	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.03.08	Develop an advertising campaign	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.03.09	Select advertising media	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.03.10	Evaluate effectiveness of advertising	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.03.11	Identify opportunities for cooperative partnerships	
13.04.00	Use website as a marketing tool	
13.04.01	Identify the importance of a web presence	
13.04.02	Determine purpose of website	
13.04.03	Develop website design/components	
13.04.04	Develop website strategies	
13.04.05	Use website to increase/maintain fan base	
13.04.06	Create interactive opportunities on website	
13.04.07	Complete marketing research on website	
13.04.08	Develop customer relationship management strategies for website	
13.04.09	Create website	
13.04.10	Evaluate website effectiveness	
13.04.11	Update website	
13.04.12	Identify global and legal implications of website marketing	
13.04.13	Use website inventory as a revenue generator (e.g. sales tools, merchandise sales, on-line auctions, sponsorship opportunities, tickets, subscription-based services)	
13.05.00	Use direct marketing	
Key Indicators-Specialty:		VBS Lesson
13.05.01	Explain the types of direct marketing	
13.05.02	Analyze the use of direct marketing	
13.05.03	Develop a direct marketing plan	
13.05.04	Identify legal parameters in direct marketing	
13.05.05	Explain opt-in, opt-out permission marketing	

13.05.06	Develop direct mail materials	
13.06.00	Plan public relations	
Key Indicators-Specialty:		VBS Lesson
13.06.01	Define public relations, media relations, community relations, and publicity	
13.06.02	Identify publicity opportunities	
13.06.03	Generate ideas for publicity (features, interviews, speeches, etc.)	
13.06.04	Develop a public relations plan	
13.06.05	Assess new technologies	
13.07.00	Complete media relations functions	
Key Indicators-Specialty:		VBS Lesson
13.07.01	Know the media outlets	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.07.02	Develop media contact list	
13.07.03	Develop knowledge of media formats and deadlines	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
13.07.04	Treat media with respect and firmness	
13.07.05	Develop a media flow chart	
13.07.06	Maintain a media release diary	
13.07.07	Provide media relations training for coaches and players	
13.07.08	Coach personnel for speech engagements and personal appearances	
13.07.09	Build relationship with the media	
13.07.10	Be persistent with media	
13.07.11	Write a feature story	
13.08.00	Implement community relations plan	
Key Indicators-Specialty:		VBS Lesson
13.08.01	Analyze costs/benefits of company participation in community activities	
13.08.02	Identify the responsibilities of corporate citizenship	
13.08.03	Describe the connection between community relations and image	
13.08.04	Research opportunities for community relations	

13.08.05	Describe league initiatives	
13.08.06	Develop a community relations plan	
13.08.07	Evaluate the plan	
13.08.08	Define the relationship between community relations and marketing	
13.08.09	Schedule personal appearances	
13.09.00	Implement public relations activities	
Key Indicators-Specialty:		VBS Lesson
13.09.01	Write a news release	
13.09.02	Write radio news release	
13.09.03	Create video news release	
13.09.04	Coordinate interviews	
13.09.05	Schedule speeches	
13.09.06	Maintain department archives	
13.09.07	Produce information and photos for sales brochures	
13.09.08	Schedule personal appearances	
13.09.10	Suggest ideas for interviews, features, call-in shows, etc.	
13.09.11	Provide quote sheets	
13.09.12	Manage in-house photography	
13.09.13	Manage in-house video production	
13.09.14	Scout for visual opportunities for media use	
13.09.15	Provide public relations training for employees and volunteers	
13.09.16	Focus public relations efforts on activities occurring both on and off the field	
13.09.17	Identify opportunities to tie potential sponsors to community relations activities	
13.10.00	Develop crisis management plan	
Key Indicators-Specialty:		VBS Lesson
13.10.01	Explain the concept of recovery marketing	
13.10.02	Plan before a crisis occurs	
13.10.03	Research organizations to try to predict potential crisis	
13.10.04	Develop a plan for event-day and non-event day crisis	
13.10.05	Create reputation management strategies	
13.10.06	Maintain emergency records	

13.10.07	Choose a well-informed spokesperson	
13.10.08	Offer a value-added solution to the problem	
13.10.09	Deal with media based on plan	
13.10.10	Evaluate management of crisis	
13.11.00	Plan public relations publications	
Key Indicators-Specialty:		VBS Lesson
13.11.01	Identify the purpose and components of the following publications: Media Guide, Fact Sheets, Recruiting kits, Annual reports, News advisories, Media/press kits, Game/Event program, Team yearbooks, Preseason schedules, Brochures, Newsletters, and Catalogs	
13.11.02	Identify the most appropriate time to use these materials	
13.11.03	Identify costs involved in producing each document	
13.11.04	Evaluate design components	
13.11.05	Identify techniques used to gain attention	
13.12.00	Produce public relations publications	
Key Indicators-Specialty:		VBS Lesson
13.12.01	Identify need for document	
13.12.02	Create budget	
13.12.03	Use design features to gain attention	
13.12.04	Write copy	
13.12.05	Create document	
13.12.06	Evaluate document	
13.13.00	Stage a press conference	
Key Indicators-Specialty:		VBS Lesson
13.13.01	Identify purpose and value of conference	
13.13.02	Schedule the conference	
13.13.03	Choose site	
13.13.04	Issue invitations and follow up with media	
13.13.05	Choose spokesperson	
13.13.06	Provide message points for spokesperson	
13.13.07	Set up facility (including refreshments)	
13.13.08	Distribute news releases, quote sheets, and press kits	

13.13.09	Place product(s) in view of camera	
13.13.10	Arrange for photos	
13.13.11	Follow-up with media as needed	
13.13.12	Evaluate event	
13.14.00	Develop sales promotions	
Key Indicators-Specialty:		VBS Lesson
13.14.01	Design frequency marketing program	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.14.02	Analyze use of specialty promotions	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.14.03	Create promotional signage	
13.14.04	Describe virtual signage on TV and its impact	
13.14.05	Create contests	
13.14.06	Design program for event	
13.14.07	Create flyers for events	
13.14.08	Use promotional gifts/prizes	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.14.09	Identify the role of mascots, cheerleaders, and the band as entertainers	
13.14.10	Book entertainment for pre-, during-, and post-event entertainment	
13.14.11	Plan special promotions for event day (in-venue and walk-ins)	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.14.12	Plan fan activities and services	
13.14.13	Develop a sales promotion plan	
13.14.14	Explain the nature of collateral material	
13.15.00	Manage promotion	
Key Indicators-Specialty:		VBS Lesson
13.15.01	Explain the nature of a promotional plan	Promotions, New Franchise Project
13.15.02	Coordinate activities in the promotional mix	
13.15.03	Set brand-related objectives	
13.15.04	Use past materials to aid in promotional planning	
13.15.05	Prepare promotional budget	New Franchise Project
13.15.06	Manage promotional allowances	

13.15.07	Develop promotional plan for business	New Franchise Project
13.15.08	Analyze risks in individual promotional services contracting	
13.15.09	Evaluate promotions	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.15.10	Analyze promotional planning strategies	Promotions, New Franchise Project, Multiplayer Competitions, Turnaround
13.16.00	Manage event day promotions	
Key Indicators-Specialty:		VBS Lesson
13.16.01	Describe the importance of live events	
13.16.02	Create a game script (schedule of activities at 30-second intervals)	
13.16.03	Select vendors to distribute programs/event schedules	
13.16.04	Provide biographical information to all media	
13.16.05	Track score board promotions	
13.16.06	Monitor signage	
13.16.07	Schedule staff/interns	
13.16.08	Manage public announcements	
13.16.09	Provide food and beverage service and hospitality program	
13.16.10	Provide event day entertainment beyond the sporting events	
13.17.00	Manage event media relations	
Key Indicators-Specialty:		VBS Lesson
13.17.01	Provide media schedules and guides	
13.17.02	Conduct media briefings	
13.17.03	Distribute press credentials	
13.17.04	Provide statistics, background, and spotter for press/media	
13.17.05	Manage media room	
13.17.06	Manage press box	
13.17.07	Create interview list	
13.17.08	Moderate interviews	
13.17.09	Meet media crews	
13.17.10	Assist media crews	
13.17.11	Select best outlets for different stories	

14.00.00	Selling	
14.01.00	Explain the nature and scope of selling	
Key Indicators-Specialty:		VBS Lesson
14.01.01	Explain the importance of selling	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
14.01.02	Explain role of customer service as a component of selling strategy	
14.01.03	Explain how to build a clientele	Ticket Pricing, Promotions, Media Planning, Franchise Location, Player Management, New Franchise Project, Multiplayer Competitions
14.01.04	Explain company-selling policies	
14.01.05	Explain business ethics in selling	
14.01.06	Describe use of technology in the selling function	
14.01.07	Describe nature of selling regulations	
14.01.08	Describe league revenue sharing regulations	
14.02.00	Acquire product/service knowledge	
Key Indicators-Specialty:		VBS Lesson
14.02.01	Acquire team/individual/event information for use in selling	New Franchise Project
14.02.02	Acquire knowledge of all products and services	
14.02.03	Identify features and benefits of all inventory (individual, packages, sponsorships, licenses, etc.)	
14.03.00	Use selling process/techniques	
Key Indicators-Specialty:		VBS Lesson
14.03.01	Explain the selling process	
14.03.02	Prepare for the sales presentation	
14.03.03	Create presentation materials	
14.03.04	Prospect for customers	
14.03.05	Qualify customers	
14.03.06	Establish relationship with client/customer	
14.03.07	Address needs of individual personalities	
14.03.08	Determine customer/client needs	
14.03.09	Describe factors that motivate people to attend	Franchise Location, Ticket

	sports events	Pricing, Promotions, Media Planning, Stadium Parking, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
14.03.10	Identify factors that motivate customers to participate in sports events	
14.03.11	Facilitate customer-buying decisions	
14.03.12	Differentiate between consumer and organizational buying behavior	
14.03.13	Recommend specific service	
14.03.14	Describe service/product	
14.03.15	Prescribe solution to customer needs	
14.03.16	Convert customer/client objections into selling points	
14.03.17	Demonstrate negotiation skills	
14.03.18	Develop a sales proposal including legal terms and conditions	
14.03.19	Set the expectations of the client	
14.03.20	Close the sale	
14.03.21	Demonstrate suggestion selling	
14.03.22	Sell goods/services/ideas to individuals	
14.03.23	Sell goods/services/ideas to groups	
14.03.24	Use effective telephone sales techniques	
14.03.25	Plan follow-up strategies	
14.03.26	Over deliver	
14.03.27	Cultivate a continuous relationship	
14.03.28	Determine strategies for analyzing competitors' offerings	
14.03.29	Determine strategies for identifying the audience/clients and their needs and motives	
14.03.30	Identify the importance of each person's role in selling	
14.03.31	Demonstrate strategies for presenting features and benefits	
14.03.32	Build relationships	
14.04.00	Use support activities	
Key Indicators-Specialty:		VBS Lesson
14.04.01	Calculate miscellaneous charges	
14.04.02	Process complimentary offers and coupons/discounts	

14.04.03	Calculate service/event cost	Franchise Location, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Financials, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
14.04.04	Process special orders	
14.04.05	Arrange special services for customers	
14.04.06	Process telephone orders	
14.04.07	Write sales letters	
14.04.08	Use technology to sell products	
14.04.09	Use presentation software to develop sales presentation and materials	
14.04.10	Identify sales support services and the benefits to the customer	
14.05.00	Manage selling activities	
Key Indicators-Specialty:		VBS Lesson
14.05.01	Plan strategies for meeting sales quotas	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
14.05.02	Analyze sales reports	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
14.05.03	Explain the nature of sales forecasts	
14.05.04	Forecast sales	New Franchise Project
14.05.05	Identify key business categories for sales	
14.05.06	Analyze the marketing dynamics that affect sales	New Franchise Project
14.05.07	Assess customer relationship management strategies	
14.05.08	Manage customer e-mail	
14.05.09	Manage on-line registrations	
14.05.10	Explain the nature of sales management	
14.05.11	Explain the nature of sales training	
14.05.12	Use technology in sales management	
14.05.13	Develop a sales force incentive plan	
14.05.14	Develop a sales plan including strategies for meeting sales quota	New Franchise Project
15.00.00	Sports Marketing Operations	

15.01.00	Describe the nature and scope of sponsorships in sports	
Key Indicators-Specialty:		VBS Lesson
15.01.01	Research general characteristics of the sponsorship market	New Franchise Project
15.01.02	Identify the factors that impact a sponsor's decision to buy	Sponsorships, New Franchise Project, Multiplayer Competitions
15.01.03	Design sponsorship package	Sponsorships, New Franchise Project, Multiplayer Competitions
15.01.04	Price sponsorship packages	Sponsorships, New Franchise Project, Multiplayer Competitions
15.01.05	Explain why the best inventory is sold first	
15.01.06	Discuss different sponsorship sales strategies	
15.01.07	Discuss important factors in relationships with outside vendors	
15.02.00	Create a sponsorship proposal	
Key Indicators-Specialty:		VBS Lesson
15.02.01	Identify target market of event	Franchise Location, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
15.02.02	Create an inventory list	
15.02.03	Develop customer inventory based on client need (e.g. driving traffic, brand exposure, hospitality)	
15.02.04	Price inventory list	
15.02.05	Qualify sponsors	
15.02.06	Identify corporate gatekeepers	
15.02.07	Identify buying influences	
15.02.08	Identify buyer wants and needs	
15.02.09	Determine scope of sponsorship offer (exclusivity, for example)	
15.02.10	Develop media relations plan	
15.02.11	Use effective sales strategy	Ticket Pricing, Promotions, Franchise Location, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
15.02.12	Negotiate sale	Sponsorships, New Franchise Project, Multiplayer Competitions

15.02.13	Follow-up on sale	
15.02.14	Identify ways to help cross promote	
15.02.15	Identify ways for client to leverage sponsorship	
15.02.16	Sign contract	
15.02.17	Monitor implementation of contract	
15.02.18	Explain gross impressions	
15.02.19	Evaluate sponsorship effectiveness	Sponsorships, New Franchise Project, Multiplayer Competitions
15.03.00	Analyze the nature and scope of endorsements	
Key Indicators-Specialty:		VBS Lesson
15.03.01	Define celebrity endorsement	
15.03.02	Identify advantages and disadvantage of celebrity endorsements from buyer and seller perspectives	
15.03.03	Discuss the need for congruence between image of product/company and endorser	
15.03.04	Explain the risks involved in celebrity endorsements	
15.03.05	Identify ways to limit liability	
15.03.06	Discuss ambush marketing	
15.04.00	Analyze licensing process	
Key Indicators-Specialty:		VBS Lesson
15.04.01	Define licensing	Licensing, New Franchise Project, Multiplayer Competitions
15.04.02	Describe the licensing process	Licensing, New Franchise Project, Multiplayer Competitions
15.04.03	Identify value of licensing	Licensing, New Franchise Project, Multiplayer Competitions
15.04.04	Develop a strategy for screening licensing requests	
15.04.05	Design an application for licensing	
15.04.06	Select applicants	Licensing, New Franchise Project, Multiplayer Competitions
15.04.07	Collect minimum/bank guarantees	
15.04.08	Review products and promotions for quality and appropriateness	

15.04.09	Define process of policing the marketplace for trademark infringement	
15.04.10	Review a licensing contract	Licensing, New Franchise Project, Multiplayer Competitions
15.05.00	Identify opportunities to market an individual athlete	
Key Indicators-Specialty:		VBS Lesson
15.05.01	Research the athlete's image, reputation, and reach	
15.05.02	Identify the target audience where the athlete has greatest appeal	
15.05.03	Identify companies and products that target a similar market	
15.05.04	Identify companies/products that have similar images	
15.05.05	Promote athlete for endorsements (e.g. merchandise, performance-based, spokesperson)	
15.05.06	Identify other opportunities to market athlete (autograph signings, charitable work, camps, speaking engagements, etc.)	
15.05.07	Develop sales and promotional material	
15.05.08	Identify the agent's role in marketing the athlete	
15.06.00	Sell tickets	
Key Indicators-Specialty:		VBS Lesson
15.06.01	Examine ticket sales policies/strategies in various sports operations	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
15.06.02	Compare ticket pricing for separate target markets	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
15.06.03	Determine the elements included in a ticket (lettering, colors, graphics, seat information, pricing)	
15.06.04	Scale the house	
15.06.05	Identify prices for each level	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
15.06.06	Identify available discounts	
15.06.07	Research target audiences for each ticket range	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
15.06.08	Identify special benefits of each range	

15.06.09	Explain personal seat licenses in sports	
15.06.10	Create brochure describing ticket inventory	
15.06.11	Use effective sales strategies to sell by telephone	
15.06.12	Close sale	
15.06.13	Follow-up as needed	
15.06.14	Maintain database for tracking sales	
15.06.15	Determine vehicle(s) for selling tickets	
15.06.16	Identify ticket sales strategies (mix of complimentary tickets and tickets sold) for various team goals (revenue, attendance)	
15.06.17	Design ticket packages/promotions	
15.06.18	Discuss how tickets are used in sponsorship packages	
16.00.00	Event Marketing Operations	
16.01.00	Plan events	
Key Indicators-Specialty:		VBS Lesson
16.01.01	Generate ideas for new events	
16.01.02	Conduct comprehensive needs assessments and feasibility studies	
16.01.03	Select an event idea	New Franchise Project
16.01.04	Structure an event-planning schedule	New Franchise Project
16.01.05	Identify and prioritize event goals and objectives	New Franchise Project
16.01.06	Prepare a budget	New Franchise Project
16.01.07	Create proposals and agreements	
16.01.08	Present proposals and agreement	
16.01.09	Develop creative elements including décor and entertainment	
16.01.10	Develop logistics/operations plan	Stadium Personnel, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
16.01.11	Establish the rules of operations	
16.01.12	Develop a site plan	
16.01.13	Implement a plan meeting Americans with Disabilities requirements	
16.01.14	Analyze registration and admissions	
16.01.15	Plan security	Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions

16.02.00	Host an event	
Key Indicators-Specialty:		VBS Lesson
16.02.01	Identify key sport event stakeholders, athletes, participants, sponsors, spectators, and media partners	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Personnel, Stadium Parking, Sponsorships, Licensing, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
16.02.02	Sell sponsorships	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
16.02.03	Implement systems for marketing	
16.02.04	Implement a hospitality program	
16.02.05	Implement volunteer strategies	
16.02.06	Register participants	
16.02.07	Work with officials and sanctioning bodies	
16.02.08	Implement an awards ceremony	
16.02.09	Evaluate the event	Turnaround, New Franchise Project, Multiplayer Competitions
17.00.00	Related Business Skills: Technology	
17.01.00	Analyze the role of technology in business	
Key Indicators-Specialty:		VBS Lesson
17.01.01	Explain the benefits and drawbacks of technological advancements	
17.01.02	Research future trends in technology	
17.01.03	Determine current technology needs for various types of businesses	
17.01.04	Identify the impact of technology on business	
17.01.05	Integrate technology into every applicable business process	
17.01.06	Use technological tools (e.g., graphic design, advanced Internet skills)	
17.02.00	Reproduce documents	
Key Indicators-Specialty:		VBS Lesson
17.02.01	Determine best reprographics method for given job	

17.02.02	Maintain reprographic equipment	
17.02.03	Select paper according to reprographic requirements	
17.02.04	Troubleshoot equipment problems	
17.03.00	Create spreadsheets for business applications	
Key Indicators-Specialty:		VBS Lesson
17.03.01	Gather information needed to create usable spreadsheet files according to company needs	All VBS Lessons allow students to view the current franchise's financial information and export it to Excel, New Franchise Project, Multiplayer Competitions
17.03.02	Follow written and/or oral instructions and specifications for preparing spreadsheets	
17.03.03	Integrate spreadsheet files with other application software	All VBS Lessons allow students to view the current franchise's financial information and export it to Excel where further calculations, projects and analysis may be completed, New Franchise Project, Multiplayer Competitions
17.03.04	Perform special spreadsheet functions (e.g., products, summations, percentages)	All VBS Lessons allow students to view the current franchise's financial information and export it to Excel where further calculations, projects and analysis may be completed, New Franchise Project, Multiplayer Competitions
17.04.00	Create databases for business applications	
Key Indicators-Specialty:		VBS Lesson
17.04.01	Gather information needed to create usable database files according to company needs	
17.04.02	Follow written and/or oral instructions and specifications for preparing databases	
17.04.03	Integrate database files with other application software	
17.04.04	Perform special database functions (e.g., merge, sort, purge, query, report)	
17.05.00	Create word-processed documents for business applications	
Key Indicators-Specialty:		VBS Lesson

17.05.01	Follow written and/or oral instructions and specifications for preparing word processing files	New Franchise Project
17.05.02	Create documents in accordance with established company format and style (e.g., letter, resumes, memorandums, newsletters, manuscripts, and reports)	
17.05.03	Integrate word-processing files with other application software	All VBS Lessons allow students to view the current franchise's financial information and export it to Excel where further calculations, projects and analysis may be completed, New Franchise Project, Multiplayer Competitions
17.05.04	Perform special word-processing functions (e.g., borders, shading, columns, tables)	
17.06.00	Perform desktop-publishing functions for business applications	
Key Indicators-Specialty:		VBS Lesson
17.06.01	Create a document using desktop-publishing functions	
17.06.02	Import data	
17.06.03	Scan images	
17.06.04	Produce a publication	

The information for this correlation was found at the following web address during 12/2005:
<http://www.ode.state.oh.us/ctae/teacher/fastrak/sports/Units.asp>