

Tennessee Sports and Entertainment Marketing Standards Correlation to Virtual Business – Sports

Standard 1.0

The student will evaluate the significance and components of sports and entertainment as a viable industry.

The student will:

Expectation	VBS Lesson
Analyze the components of the sports and entertainment industry.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Recognize sports and entertainment as a field of marketing.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze growth and trends of sports and entertainment as an industry in local, state, national and international areas.	
Determine the career opportunities available in the sports and entertainment industry.	

The student:

Standard	VBS Lesson
Categorizes businesses in the sports and entertainment industry.	
Differentiates between the various marketing fields.	
Investigates the history of sports and entertainment as a factor in economic growth and marketing.	
Inspects the business, employment and career options in sports and entertainment (including education).	

Standard 2.0

The student will recognize the value of product research and development in sports and entertainment.

The student will:

Expectation	VBS Lesson
Discuss the issues related to selection of product and brand naming in sports and entertainment.	
Access demographic and geographic considerations related to sports and entertainment.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Evaluate the importance of market information management in market segmentation.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions

The student:

Standard	VBS Lesson
Evaluates the need(s) for a sports and entertainment product or service based on economic trends (local, state, etc.)	
Analyzes demographic and geographic information within a population.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Turnaround, New Franchise Project, Multiplayer Competitions
Compares target markets in various sports and entertainment fields.	

Standard 3.0

The student will evaluate the considerations involved in facility design.

The student will:

Expectation	VBS Lesson
Determine the requirements in choosing a location and/or building and operating a facility.	Franchise Location, New Franchise Project, Multiplayer Competitions
Evaluate financing possibilities for a sports and/or entertainment facility.	
Recognize support activities in operating a sports and entertainment facility (concessions, security).	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions

The student:

Standard	VBS Lesson
Investigates legal issues in designing a facility.	
Explores the advantages and disadvantages of the types of financing available for a facility (bonds, private investment, etc.).	
Examines the benefits of creating an operational plan for a sports and entertainment facility.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 4.0

The student will interpret the importance of all aspects of product planning in sports and entertainment.

The student will:

Expectation	VBS Lesson
Evaluate the advertising media forms (print, broadcast, specialty) suitable in the sports and entertainment industry.	Media Planning, Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
Assess the value of advertising in the sports and entertainment industry.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Determine the role of advertising technology in sports and entertainment.	

The student:

Standard	VBS Lesson
Determines appropriate media based on the sports and entertainment organization.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Compares and contrasts advertising to other forms of promotion.	
Examines the role of the Internet, revolving billboards, etc., in sports and entertainment.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 6.0

The student will compare public relations and advertising to learn the importance of generating positive publicity and avoiding negative publicity.

The student will:

Expectation	VBS Lesson
Evaluate the similarities and differences between public relations and advertising.	
Investigate the various forms of public relations/publicity in sports and entertainment.	
Assess the utilization of public relations in	

sports and entertainment.	
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The student:

Standard	VBS Lesson
Compares media sources for public relations and advertising.	
Compares/evaluates advance publicity in sports and entertainment.	
Appraises various public relations issues in sports and entertainment.	

Standard 7.0

The student will recognize event planning and other forms of sales promotion as components of the sports and entertainment promotional mix.

The student will:

Expectation	VBS Lesson
Evaluate the stages (planning to execution) of managing an event in sports and entertainment.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Examine event possibilities in various sports and entertainment industries.	
Determine the traditional and nontraditional methods of sales promotion utilized in sports and entertainment.	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions

The student:

Standard	VBS Lesson
Determines the time, money, and personnel needed for execution of an event.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Compares events geared toward specific target markets.	
Assesses the value of sales promotion tools in sports and entertainment.	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 8.0

The student will explore various facets of sponsorship in sports and entertainment including the acquisition of sponsors and sponsorship events.

The student will:

Expectation	VBS Lesson
Evaluate the impact of sponsorship in sports and entertainment.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Determine the various types of sponsorship in sports and entertainment.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze potential sponsorship opportunities.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions

The student:

Standard	VBS Lesson
Assesses the importance of sponsorship in concessions, event planning, advertising, facility design, etc.	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
Compares local, regional, national, and international sponsorships.	
Explains reasons for considering/avoiding sponsorship agreements.	

Standard 9.0

The student will evaluate ticket marketing strategies which include design, distribution, and sales.

The student will:

Expectation	VBS Lesson
Examine ticket sales policies/strategies in sports and entertainment.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Analyze pricing strategies based on the sports and entertainment industry and target market.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
Identify the components of a ticket design.	

The student:

Standard	VBS Lesson
Determines ticket sales policies/strategies in various sports and entertainment organizations (refunds, rain dates, payment procedures, advance sales, etc.), evaluating the benefits of group, corporate, season, pre-season ticket sales, etc.	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions

Compares ticket pricing within a sports and entertainment industry for separate target markets (ex., professional team that targets teens versus a team that targets adults).	
Determines the elements included on a ticket based on the sports and entertainment event (lettering, colors, graphics, seat information, price).	

Standard 10.0

The student will apply and relate other academic subject matter to sports and entertainment marketing.

The student will:

Language and Fine Arts

Expectation	VBS Lesson
Utilize proper grammar and writing skills.	All VBS lessons allow students to export the current franchise's financial information to Excel which may be used for analysis, calculations, reports and presentations, New Franchise Project, Multiplayer Competitions
Utilize effective communication skills.	All VBS lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
Assess the value of art and design in sports and entertainment marketing.	

Mathematics

Expectation	VBS Lesson
Demonstrate an understanding of the properties of real numbers.	Financials, All VBS lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis and calculations may be completed
Apply algebraic procedures to solve equations and interpret results.	
Interpret real data.	Financials, All VBS lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis and calculations may be completed
Demonstrate competencies in derived and indirect measurements.	

Science

Expectation	VBS Lesson
Examine environmental issues in sports and entertainment marketing.	
Evaluate social responsibility in sports and	

entertainment marketing.	
Describe the scientific elements relevant in facility design.	

Social Studies

Expectation	VBS Lesson
Assess the impact of economic historical events.	
Explore psychological and sociological patterns of individuals.	
Analyze characteristics of a population.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
Examine legal and ethical issues affecting the sports and entertainment industries.	

The student:

Language and Fine Arts

Standard	VBS Lesson
Generates original ideas based on prior knowledge and research related to sports and entertainment.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
Plans appropriate methods of internal and external communication.	All VBS lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
Assesses the value of art and design principles as applied in sports and entertainment.	

Mathematics

Standard	VBS Lesson
Utilizes order of operation to simplify and evaluate procedures.	All VBS lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Utilizes formulas in interpreting financial data.	All VBS lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Collects and organizes data to construct graphs, tables, and spread sheets.	All VBS lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis and calculations may be completed, New Franchise Project, Multiplayer Competitions
Formulates pricing strategies including unit	

cost, markings, ROI, etc.	
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Science

Standard	VBS Lesson
Assesses the importance of environmental considerations in decision making.	
Measures the impact of societal factors on sports and entertainment organizations.	
Analyzes physical consideration in facility design.	

Social Studies

Standard	VBS Lesson
Interprets the significance of economic and historical events.	
Relates the consumer decision-making process in sports and entertainment product and services offerings.	Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
Compares demographic, psychographic, and geographic factors.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
Measures or assesses the impact of legal and ethical issues.	

Standard 11.0

The student will apply organizational and leadership skills.

The student will:

Expectation	VBS Lesson
Demonstrate a knowledge of DECA.	VBS is used in a formal DECA competitive event
Utilize critical thinking in decision-making situations.	All VBS lessons present students with different situations that they are required to use decision-making skills in order to correct, New Franchise Project, Multiplayer Competitions
Identify and develop or apply personal characteristics needed in leadership situations.	All VBS lessons may be completed within and individual or team environment, New Franchise Project, Multiplayer Competitions

The student:

Standard	VBS Lesson
Relates his/her knowledge of DECA through a written or an oral evaluation.	VBS is used in a formal DECA competitive event

Solves problems utilizing role-play, team decision-making, and DECA projects.	All VBS lessons present students with different problems that require decision-making skills in order to correct, New Franchise Project, Multiplayer Competitions
Accepts task/project responsibilities in the class or DECA activities.	VBS is used in a formal DECA competitive event, New Franchise Project, Multiplayer Competitions

Standard 12.0

The student will analyze how sports and entertainment marketing principles are applied in a work-based learning experience.

The student will:

Expectation	VBS Lesson
Apply principles of sports and entertainment to a work-based situation.	
Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities.	
Evaluate and apply principles of ethics as they relate to the work-based experience.	
Employ the principles of safety to the work-based experience.	

The student:

Standard	VBS Lesson
Scores average or above on the employer performance evaluation.	
Designs a plan to include his/her schedule of activities.	
Records and assess workplace events based on the ethical implications.	
Makes a passing score on a class-based or work-based safety evaluation.	
Applies safety rules and regulations to the work site.	

The information for this correlation was found at the following web address during 06/2005:
<http://www.tennessee.gov/education/vemktnqstan.htm>.