

Wisconsin Sports and Entertainment Marketing Skill Standards Correlation to Virtual Business – Sports

Economic Foundations

Competencies	VBS Lesson
1. Distinguish between economic goods and services.	
2. Explain the concept of economic resources.	
3. Describe the nature of economics and economic activities.	
4. Determine forms of economic utility created by economic activities.	
5. Describe the principles of supply and demand.	Franchise Location, Promotions, Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
6. Explain the law of diminishing returns	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
7. Describe the concept of price	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
8. Explain the types of economic systems	
9. Explain the relationship between government and business	
10. Explain the concept of private enterprise	
11. Determine factors affecting a business's profit	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
12. Explain the concept of competition	Multiplayer Competitions
13. Explain the concept of productivity	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
14. Explain the concept of organized labor and business	
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product	
16. Analyze current economic problems	
17. Examine the nature of international trade	
18. Identify the impact of cultural and social environments on world trade	
19. Evaluate the influences on a nation's ability to trade	

Communications and Interpersonal Skills

Competency	VBS Lesson
1. Explain the nature of effective communications (verbal, written)	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
2. Apply effective listening skills	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
3. Use proper grammar and vocabulary	New Franchise Project
4. Handle telephone calls in a businesslike manner	
5. Write business letters, informational messages and inquiries	
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)	
7. Convince others of a point of view	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
8. Conduct a staff or team meeting	
9. Give directions for completing job tasks	
10. Prepare simple written reports	New Franchise Project
11. Explain the use of inter-departmental/company communications	
12. Demonstrate basic word processing skills	All VBS Lessons allow students to export the current franchise's financial information to Excel which may be used for analysis, reports and presentations
13. Demonstrate basic word presentation software skills	All VBS Lessons allow students to export the current franchise's financial information to Excel which may be used for analysis, reports and presentations
14. Demonstrate basic database skills	
15. Demonstrate basic spreadsheet skills	All VBS Lessons allow students to export the current franchise's financial information to Excel which may be used for analysis, reports and presentations
16. Demonstrate basic search skills on the web	
17. Identify desirable personality traits important to entrepreneurs	
18. Demonstrate responsible behavior, honesty and integrity	
19. Recognize personal biases and stereotypes	
20. Explain the concept of self-understanding and self-esteem	
21. Use feedback for personal growth	
22. Adjust to change	
23. Make timely and correct decisions	All VBS Lessons require students to evaluate the current business situation and to react accordingly in order to improve upon that situation, New Franchise Project, Multiplayer Competitions

24. Set personal and professional goals	All VBS Lessons allow students to set goals for themselves and to continuously try to reach those goals, New Franchise Project, Multiplayer Competitions
25. Develop cultural sensitivity	
26. Demonstrate negotiation skills	Sponsorships, New Franchise Project, Multiplayer Competitions
27. Explain the nature of stress management	
28. Participate as a team leader	All VBS Lessons may be completed within a team or individual environment
29. Demonstrate problem-solving skills	All VBS Lessons require students to evaluate the current business situation and to react accordingly in order to improve upon that situation, New Franchise Project, Multiplayer Competitions
30. Explain management's role in customer relations	

Professional Development

Competency	VBS Lesson
1. Assess personal interests and skills needed for success in marketing and business	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
2. Analyze employer expectations in the business environment	
3. Explain the rights of workers	
4. Explain employment opportunities in marketing, business, and entrepreneurship	
5. Utilize job search strategies	
6. Participate in a job interview beginning with the application process and concluding with follow-up information	
7. Explain the need for ongoing education as a worker	
8. Explain possible advancement patterns for jobs	
9. Identify skills needed to enhance career progression	
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows)	

Marketing and Entrepreneurial Foundations

Competency	VBS Lesson
1. Explain marketing and business and its importance in a global economy	
2. Describe marketing functions and related activities	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships,

	Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
3. Explain the nature and scope of purchasing	Promotion, Turnaround, New Franchise Project, Multiplayer Competitions
4. Explain company buying and purchasing policies	
5. Explain the concept of production	
6. Explain the concept of accounting	Financials, New Franchise Project, Multiplayer Competitions
7. Calculate net sales	All VBS Lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis, calculations and presentations may be generated
8. Describe the nature of cash-flow statements	
9. Analyze a profit and loss statement	All VBS Lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis, calculations and presentations may be generated
10. Explain the concept of finance	All VBS Lessons allow students to view the current franchise's financial information which is exportable to Excel where analysis, calculations and presentations may be generated
11. Explain the concept of management	New Franchise Project, Multiplayer Competitions
12. Describe the nature of budgets	Franchise Location, Promotions, Media Planning, Player Management, Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
13. Describe the crucial elements of TQM culture	
14. Describe the role of management in the achievement of quality	
15. Delegate responsibility to others	
16. Explain the nature of continuing improvement strategies	All VBS Lessons allow students to return to them and to strive for improvement over their last performance, New Franchise Project, Multiplayer Competitions
17. Explain the types of business ownership	
18. Describe current business trends	
19. Identify the ways that technology affects marketing and business	
20. Explain basic types of business risk	Ticket Pricing, Franchise Location, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
21. Describe the concept of insurance	
22. Develop policies to prevent internal theft	
23. Develop procedures for preventing and handling burglary	
24. Develop policies to prevent vendor theft	
25. Explain routine security precautions	Stadium Parking, Stadium Personnel,

	Turnaround, New Franchise Project, Multiplayer Competitions
26. Open and close a business facility	
27. Follow safety precautions	
28. Explain procedures of handling accidents	
29. Explain the nature of legally binding contracts	
30. Orient new employees	
31. Explain the nature of overhead and operating costs	Franchise Location, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
32. Develop an organizational plan	
33. Explain the nature of wage and benefit plans	
34. Explain the nature of leadership in organizations	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
35. Explain ways to build employee morale	
36. Examine ways to incorporate team building in daily activities	All VBS Lessons may be completed within a team or individual environment, New Franchise Project, Multiplayer Competitions
37. Determine technical assistance needed by business owners	
38. Analyze company objectives	All VBS lessons give students certain objectives that they are trying to meet for the current franchise, New Franchise Project, Multiplayer Competitions
39. Analyze a business plan	New Franchise Project
40. Develop strategies to achieve goals.	All VBS lessons require students to analyze certain business situations and to make strategic decisions in order to meet goals and improve upon those situations, New Franchise Project, Multiplayer Competitions
41. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations	Franchise Location, Promotions, Media Planning, Ticket Pricing, Stadium Parking, Stadium Personnel, Player Management, Financials, Turnaround, New Franchise Project, Multiplayer Competitions

Sports and Entertainment Marketing

Competency	VBS Lesson
1. Explain the economic impact of sports and entertainment events on a community/area	
2. Describe the impact of international policies on sports and entertainment marketing	
3. Respond to requests for facilities/services/community information	
4. Assess customer's special needs (e.g., children, disabilities, etc.)	
5. Provide customer service in compliance with ADA	
6. Explain the nature of host-guest relations	

7. Describe traits important to the success of employees in the sports and entertainment marketing industry	
8. Explain employment opportunities in sports and entertainment marketing	
9. Assess the services provided by professional organizations in sports and entertainment marketing	
10. Describe the nature of a service-based economy	
11. Explain the nature of sports and entertainment marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
12. Discuss the role of people in services marketing	
13. Describe current issues and trends in sports and entertainment marketing	
14. Explain ways that technology impacts sports and entertainment marketing	
15. Determine types of technology needed by company	
16. Develop security plans for sports and entertainment events	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
17. Explain the nature of liabilities in sports and entertainment marketing	
18. Describe the nature of risk management for event planning	
19. Discuss the nature of licensing	Licensing, New Franchise Project, Multiplayer Competitions
20. Describe the use of copyrights in sports and entertainment marketing	
21. Explain the concept of place (distribution) in sports and entertainment marketing	
22. Design a customer/client profile	
23. Identify research methods used to evaluate service quality	
24. Describe the nature of target marketing in sports and entertainment marketing	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
25. Identify target market for a sports/entertainment event	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
26. Explain factors affecting attendance at an event	Ticket Pricing, Franchise Location, Promotions, Media Planning, Stadium Parking, Player Management, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
27. Explain the concept of price in sports and entertainment marketing	Ticket Pricing, Turnaround, New Franchise Project, Multiplayer Competitions
28. Describe considerations for the pricing of services	
29. Set event prices	Ticket Pricing, Turnaround, New Franchise

	Project, Multiplayer Competitions
30. Develop service guarantees	
31. Determine merchandising opportunities for a sports and entertainment event	
32. Organize sports/entertainment event	New Franchise Project, Multiplayer Competitions
33. Explain logo ownership rights	Licensing, New Franchise Project, Multiplayer Competitions
34. Describe the role of customer expectations in services marketing	
35. Evaluate event sponsorship proposals	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
36. Monitor guest/client satisfaction with services/facility	
37. Describe the concept of promotion in sports and entertainment marketing	Promotions, Turnaround, New Franchise Project, Multiplayer Competitions
38. Explain the nature of endorsements	
39. Describe the nature of sponsorships	Sponsorships, Turnaround, New Franchise Project, Multiplayer Competitions
40. Select strategies for maintaining fan support	Player Management, Stadium Personnel, Stadium Parking, Promotions, Media Planning, Ticket Pricing, Franchise Location, New Franchise Project, Multiplayer Competitions
41. Determine sponsorship opportunities	Sponsorships, Turnaround, New Franchise Location, Multiplayer Competitions
42. Explain the use of branding in sports and entertainment marketing	
43. Develop a sales packet for sports and entertainment marketing	
44. Describe the use of technology in service delivery	
45. Identify features and benefits of sports products	
46. Identify features and benefits of entertainment products	
47. Describe factors that motivate people to attend sports and entertainment events	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions

The information for this correlation was found at the following web address during 06/2005:
<http://www.dpi.state.wi.us/dpi/d/sis/let/coopmrkt.html>.