

West Virginia Sports, Entertainment, & Recreation Standards Correlation to Virtual Business – Sports

Standard 1: Marketing Sports, Entertainment and Recreational Events (0434.SD.1)

Explain the Importance of Sports, Entertainment, and Recreational Marketing.

Objective	VBS Lesson
0434.1.1 Identify the place of sports, entertainment and recreation (SER) in the field of marketing.	New Franchise Project, Multiplayer Competitions
0434.1.2 Identify SER careers.	
0434.1.3 Analyze the growth and trends of SER as an industry in the local, state, national and international arenas.	

Standard 2: Marketing and Business Overview (0434.SD.2)

Investigate an Overview of Marketing and Business.

Objective	VBS Lesson
0434.2.1 Define the marketing functions.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
0434.2.2 Identify the components of the marketing mix.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
0434.2.3 State the marketing concept.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Turnaround, New Franchise Project, Multiplayer Competitions
0434.2.4 Identify the use of market positioning.	Franchise Location, Ticket Pricing, Player Management, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions
0434.2.5 Explain the need and describe the methods of market research.	Franchise Location, Turnaround, Promotions, Media Planning, New Franchise Project, Multiplayer Competitions
0434.2.6 Identify types of segmentation and determine the target market.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
0434.2.7 Describe the four stages in the product life cycle.	

Standard 3: Business Structure (0434.SD.3)

Explain the Business Structure of Sports, Entertainment, and Recreation.

Objective	VBS Lesson
0434.3.1 Identify examples of business ownership.	
0434.3.2 Explain reasons for operating as a profit or not-for-profit organization.	
0434.3.3 Describe the partnership of business and government to develop SER opportunities.	

Standard 4: Communication Strategies (0434.SD.4)

Develop Effective Communication Strategies

Objective	VBS Lesson
0434.4.1 Explain the components of the communication process.	All VBS Lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
0434.4.2 Identify listening strategies and barriers to effective communication.	All VBS Lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions
0434.4.3 Compose written business communications.	New Franchise Project
0434.4.4 Interpret nonverbal communication.	All VBS Lessons may be completed within an individual or team environment, New Franchise Project, Multiplayer Competitions

Standard 5: Promotion (0434.SD.5)

Develop Promotion

Objective	VBS Lesson
0434.5.1 Describe the five elements of the promotional mix.	
0434.5.2 Differentiate between product and institutional promotions.	
0434.5.3 Develop a logo, trademark, slogan and trade character.	
0434.5.4 Describe the importance of selling.	Ticket Pricing, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
0434.5.5 Identify the steps of a sale.	
0434.5.6 Describe the four major types and uses of sales promotion.	
0434.5.7 Develop a promotion campaign.	Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
0434.5.8 Identify the responsibilities of a Sports Information Director or Public Relations person.	

0434.5.9 Explain the composition of the media and effective ways to work with each.	
0434.5.10 Develop a media/press release, letterhead, mailing list and PSA.	
0434.5.11 Explain the types of advertising media.	Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
0434.5.12 Describe the elements of an advertisement.	

Standard 6: Sponsorship (0434.SD.6)

Analyze the Purpose of Sponsorship

Objective	VBS Lesson
0434.6.1 Explain the reasons for a company to use sponsorship.	Sponsorships, New Franchise Project, Multiplayer Competitions
0434.6.2 Explain the sociological rationales for buying into sports and entertainment.	
0434.6.3 Identify reasons for athlete/entertainer endorsements.	
0434.6.4 Evaluate a sponsorship marketing plan/proposal and discuss legal issues.	Sponsorships, New Franchise Project, Multiplayer Competitions
0434.6.5 Analyze the pricing of sponsorships.	Sponsorships, New Franchise Project, Multiplayer Competitions

Standard 7: Legal Considerations (0434.SD.7)

Investigate Legal Considerations.

Objective	VBS Lesson
0434.7.1 Explain expressed, implied, unilateral and bilateral contracts.	
0434.7.2 Identify essential elements of contracts and the legal implications.	
0434.7.3 Explain the role of licensing.	Licensing, New Franchise Project, Multiplayer Competitions

Standard 8: Agents and Personal Managers (0434.SD.8)

Examine the Role of Agents and Personal Managers.

Objective	VBS Lesson
0434.8.1 Identify the role of agents and personal managers.	
0434.8.2 Explain the types of agreements/contracts and financial compensation.	Player Management , New Franchise Project, Multiplayer Competitions
0434.8.3 Identify the factors involved in selection of an agent/personal manager.	
0434.8.4 Identify the agent's role in pre-negotiations and endorsement contracts.	

Standard 9: Labor Unions (0434.SD.9)

Appraise the Role of Labor Unions.

Objective	VBS Lesson
0434.9.1 Examine the role of unions in sports, entertainment, and recreation marketing.	
0434.9.2 Explain the use of collective bargaining in union negotiations.	

Standard 10: Business Ethics (0434.SD.10)

Explore Business Ethics.

Objective	VBS Lesson
0434.10.1 Explain management's role in ethical practices.	
0434.10.2 Describe ways to improve ethical behavior in business.	
0434.10.3 Explain bootlegging and the ways companies are affected.	

Standard 11: Risk Management (0434. SD.11)

Explain the Importance of Risk Management.

Objective	VBS Lesson
0434.11.1 Identify risks.	Player Management, Ticket Pricing, Franchise Location, Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
0434.11.2 Analyze the importance of security and insurance.	Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions
0434.11.3 Determine methods to prevent, reduce, control or transfer risks.	Player Management, Ticket Pricing, Franchise Location, Stadium Parking, Stadium Personnel, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 12: Event Planning (0434.SD.12)

Develop and Plan an Event.

Objective	VBS Lesson
0434.12.1 Analyze the growth and trends of event planning.	
0434.12.2 Explore sports or entertainment events.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions

0434.12.3 Illustrate job duties in event planning.	Franchise Location, Ticket Pricing, Promotions, Media Planning, Stadium Parking, Stadium Personnel, Player Management, Sponsorships, Licensing, Financials, Turnaround, New Franchise Project, Multiplayer Competitions
0434.12.4 Develop an event plan.	New Franchise Project
0434.12.5 Evaluate the event plan.	New Franchise Project

Standard 13: Financial Planning (0434.SD.13)

Determine the Importance of Financial Planning.

Objective	VBS Lesson
0434.13.1 Identify sources of costs for SER businesses.	Financials, Player Management, Stadium Parking, Stadium Personnel, Promotions, Media Planning, Franchise Location, Turnaround, New Franchise Project, Multiplayer Competitions
0434.13.2 Explain net profit/net loss and how it is calculated.	Financials, All lessons allow students to view the current franchise's financial information, New Franchise Project, Multiplayer Competitions
0434.13.3 Identify the components of a budget.	Sponsorships, Player Management, Promotions, Media Planning, Turnaround, New Franchise Project, Multiplayer Competitions
0434.13.4 Identify revenue sources.	Ticket Pricing, Sponsorships, Licensing, Turnaround, New Franchise Project, Multiplayer Competitions

Standard 14: Product Development (0434.SD.14)

Analyze Product Development.

Objective	VBS Lesson
0434.14.1 Describe types of concessions.	
0434.14.2 Identify factors affecting product development and concessions.	
0434.14.3 Define internal/external merchandise opportunities.	

The information for this correlation was found at the following web address during 06/2005:
<http://wvde.state.wv.us/policies/p2520.13>