

## International Business & Marketing Current Standards

<b>Indicator # IBM 1 - Students will understand the scope of international business.</b>	
Level 1: Recall & Reproduction	IBM 1.1 Define international business
Level 1: Recall & Reproduction	IBM 1.2 Identify and explore career opportunities in international business Research career opportunities

<b>Indicator # IBM 2 - Students will understand ethical challenges unique to international marketing.</b>	
Level 4: Extended Thinking	IBM 2.1 Apply ethical reasoning to a variety of international situations to make ethical decisions
Level 3: Strategic Thinking	IBM 2.2 Evaluate alternative response to workplace situations based on legal responsibilities and employer policies

<b>Indicator # IBM 3 Students will understand the factors included in international marketing plan.</b>	
Level 2: Skill/Concept	IBM 3.1 Research and identify current international business trends
Level 2: Skill/Concept	IBM 3.2 Explain economic factors that affect international market entry
Level 3: Strategic Thinking	IBM 3.3 Conduct an environmental scan for an international market
Level 3: Strategic Thinking	IBM 3.4 Identify different market entry strategies and the risk and return associated with each
Level 4: Extended Thinking	IBM 3.5 Identify different modifications used within the marketing mix to effectively market internationally.

## International Business & Marketing Proposed Standards

<b>Indicator # IBM 1 - Students will understand the scope of international business.</b>	
Level 1: Recall & Recognition	IBM 1.1 Define international business.
Level 1: Recall & Recognition	IBM 1.2 Identify, explore, and research career opportunities in international business.

<b>Indicator # IBM 2 - Students will understand ethical challenges unique to international marketing.</b>	
Level 4: Extended Thinking	IBM 2.1 Apply ethical reasoning to a variety of international situations to make ethical decisions.
Level 2: Skill/Concept	IBM 2.2 Understand the role of international law and evaluate alternative responses to workplace situations.

<b>Indicator # IBM 3 - Students will understand the factors included in an international marketing plan.</b>	
Level 2: Skill/Concept	IBM 3.1 Research and identify current international business trends and innovations. Understand the role of culture in international business and marketing
Level 2: Skill/Concept	IBM 3.2 Explain economic factors that affect international market entry.
Level 3: Strategic Thinking	IBM 3.3 Understand environmental factors and conduct an environmental scan for an international market.
Level 3: Strategic Thinking	IBM 3.4 Identify different market entry strategies and the risk and return associated with each.
Level 3: Strategic Thinking	IBM 3.5 Identify different modifications used within the marketing mix to effectively market internationally. Understand the role of collecting, analyzing, and applying marketing data

## Marketing Communication Current Standards

### Indicator # MC 1 - Students will understand the concept of integrated marketing communication (IMC).

Level 1: Recall & Reproduction	MC 1.1 Define the concept of marketing communication
Level 2: Skill/Concept	MC 1.2 Understand the role of IMC in developing effective marketing plans
Level 3: Strategic Thinking	MC 1.3 Assess modern technological factors that affect marketing communication
Level 3: Strategic Thinking	MC 1.4 Explore various career opportunities within the advertising and communication industries

### Indicator # MC 2 - Students will understand the communication process in relation to promotional programs.

Level 2: Skill/Concept	MC 2.1 Understand the overall communication process
Level 3: Strategic Thinking	MC 2.2 Establish communication goals and objectives

### Indicator # MC 3 - Students will understand development of an integrated promotional mix.

Level 1: Recall & Reproduction	MC 3.1 Identify the elements of the promotional mix
Level 2: Skill/Concept	MC 3.2 Understand the role and importance of various promotional mix elements in achieving marketing communication goals
Level 2: Skill/Concept	MC 4.1 Determine the purpose of the IMC message
Level 2: Skill/Concept	MC 4.2 Determine how the message fits with your desired target market

### Indicator # MC 4 - Students will understand the integrated marketing communication message strategy and its execution.

Level 2: Skill/Concept	MC 4.1 Determine the purpose of the IMC message
Level 2: Skill/Concept	MC 4.2 Determine how the message fits with your desired target market

## Marketing Communication Proposed Standards

### Indicator # MC 1 - Students will understand the concept of integrated marketing communication (IMC).

Level 1: Recall & Recognition	MC 1.1 Define the concept of integrated marketing communication.
Level 2: Skill/Concept	MC 1.2 Understand the role of IMC in developing effective marketing plans.
Level 3: Strategic Thinking	MC 1.3 Assess the evolving ways marketing information is delivered and accessed by businesses and consumers.
Level 3: Strategic Thinking	MC 1.4 Explore various career opportunities within the advertising and communication industries.

### Indicator # MC 2 - Students will understand the communication process in relation to promotional programs.

Level 2: Skill/Concept	MC 2.1 Detail the steps in the overall communication process for promotional programs.
Level 3: Strategic Thinking	MC 2.2 Establish communication goals and objectives.

### Indicator # MC 3 - Students will understand development of an integrated promotional mix.

Level 1: Recall & Recognition	MC 3.1 Identify the elements of integrated promotional mix.
Level 2: Skill/Concept	MC 3.2 Understand the role and importance of various promotional mix elements in achieving marketing communication goals.

### Indicator # MC 4 - Students will understand the integrated marketing communication message strategy and its execution.

Level 2: Skill/Concept	MC 4.1 Determine the purpose and desired outcomes of the IMC message.
Level 2: Skill/Concept	MC 4.2 Determine how the message fits with your desired target market.

## Marketing Communication Current Standards

### Indicator # MC 5 - Students will determine media strategy and its objectives.

Level 2: Skill/Concept	MC 5.1 Determine media objectives to achieve communication goals
Level 3: Strategic Thinking	MC 5.2 Identify various media vehicles to deliver the IMC message

### Indicator # MC 6 - Students will evaluate the integration and implementation of the IMC plan.

Level 3: Strategic Thinking	MC 6.1 Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints
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## Marketing Communication Proposed Standards

### Indicator # MC 5 - Students will determine media strategy and its objectives.

Level 3: Strategic Thinking	MC 5.1 Identify various media vehicles to deliver the IMC message.
Level 2: Skill/Concept	MC 5.2 Determine media objectives to achieve communication goals.

### Indicator # MC 6 - Students will evaluate the integration and implementation of the IMC plan.

Level 3: Strategic Thinking	MC 6.1 Analyze an example of a marketing communication implementation plan with objectives, timelines, and checkpoints.
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## Marketing Principles Current Standards

### Indicator # MP 1 - Students will understand and classify the fundamental concepts of marketing.

Level 1: Recall & Reproduction	MP 1.1 Define the marketing process and the involved stakeholders
Level 1: Recall & Reproduction	MP 1.2 Define marketing concept
Level 2: Skill/Concept	MP 1.3 Understand different marketing functions within the organization and their associated careers
Level 2: Skill/Concept	MP 1.4 Indicate the importance of ethical marketing
Level 3: Strategic Thinking	MP 1.5 Explain marketing and its importance in a global economy
Level 2: Skill/Concept	MP 1.6 Understand the difference between business-to-consumer and business-to-business marketing

### Indicator # MP 2 - Students will understand the relationships among product, price, promotion, and distribution.

Level 2: Skill/Concept	MP 2.1 Explain the promotional mix, its concepts and strategies
Level 2: Skill/Concept	MP 2.2 Distinguish factors involved in price planning
Level 3: Strategic Thinking	MP 2.3 Analyze product planning and development
Level 2: Skill/Concept	MP 2.4 Identify and evaluate the channels of distribution

### Indicator # MP 3 - Students will understand market segmentation and targeting.

Level 1: Recall & Reproduction	MP 3.1 Define market segmentation and target marketing
Level 2: Skill/Concept	MP 3.2 Understand various ways used to segment a market
Level 3: Strategic Thinking	MP 3.3 Identify potential target markets for various products and services

## Marketing Principles Proposed Standards

### Indicator # MP 1 - Students will understand the fundamental concepts of marketing.

Level 1: Recall & Recognition	MP 1.1 Define marketing, the marketing process and the involved stakeholders.
Level 1: Recall & Recognition	MP 1.2 Define marketing concept (i.e. production, product, sales, societal marketing).
Level 2: Skill/Concept	MP 1.3 Understand different marketing functions within the organization.
Level 2: Skill/Concept	MP 1.4 Define ethical marketing and discuss the impact on society.
Level 3: Strategic Thinking	MP 1.5 Explain marketing's importance in a global economy.
Level 1: Recall & Recognition	MP 1.6 Understand various marketing careers.

### Indicator # MP 2 - Students will understand the relationships among product, price, promotion, and place.

Level 2: Skill/Concept	MP 2.1 Explain the promotional mix, its concepts and strategies.
Level 2: Skill/Concept	MP 2.2 Distinguish factors involved in price planning.
Level 3: Strategic Thinking	MP 2.3 Analyze product planning and development.
Level 2: Skill/Concept	MP 2.4 Identify and evaluate the channels of distribution.

### Indicator # MP 3 - Students will understand the concept of a market and market identification.

Level 1: Recall & Recognition	MP 3.1 Define market and terms related to the concept of market.
Level 2: Skill/Concept	MP 3.2 Understand various ways used to segment a market.
Level 3: Strategic Thinking	MP 3.3 Identify potential target markets for various products and services.
Level 2: Skill/Concept	MP 3.4 Understand how market segmentation is evolving and increasing.

## Marketing Principles Current Standards

### Indicator # MP 4 - Students will understand the concept of marketing research and how it relates to marketing.

Level 2: Skill/Concept	MP 4.1 Identify the importance and purpose of marketing research
Level 2: Skill/Concept	MP 4.2 Differentiate between primary and secondary data
Level 2: Skill/Concept	MP 4.3 Differentiate between qualitative and quantitative research
Level 2: Skill/Concept	MP 4.4 Discuss the role of data analysis and quantitative analytics within marketing.

### Indicator # MP 5 - Students will evaluate marketing objectives and strategies.

Level 1: Recall & Reproduction	MP 5.1 Identify marketing goals and objectives
Level 3: Strategic Thinking	MP 5.2 Analyze current successful and unsuccessful examples of marketing activities
Level 4: Extended Thinking	MP 5.3 Evaluate marketing decisions from the perspective of marketing managers

## Marketing Principles Proposed Standards

### Indicator # MP 4 - Students will understand the concept of marketing research and how it relates to marketing.

Level 1: Recall & Recognition	MP 4.1 Define market research, its importance and purpose.
Level 2: Skill/Concept	MP 4.2 Identify various research data from primary to secondary and quantitative to qualitative.
Level 2: Skill/Concept	MP 4.3 Discuss the benefits of marketing research.

### Indicator # MP 5 - Students will explain the importance and function of a marketing plan.

Level 1: Recall & Recognition	MP 5.1 Identify marketing goals, objectives and strategies.
Level 3: Strategic Thinking	MP 5.2 Analyze current successful and unsuccessful examples of marketing activities.
Level 1: Recall & Recognition	MP 5.3 Understand the process and purpose of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
Level 4: Extended Thinking	MP 5.4 Create a marketing plan.

## Marketing Research Current Standards

### Indicator # MR 1 - Students will understand marketing research as a career and marketing discipline.

Level 1: Recall & Reproduction	MR 1.1 Identify and explore career opportunities in marketing research
Level 2: Skill/Concept	MR 1.2 Understand the use of marketing research in making informed business and marketing decisions
Level 2: Skill/Concept	MR 1.3 Understand the concept of big data and its implications in business
Level 4: Extended Thinking	MR 1.4 Apply ethical reasoning to a variety of situations to make ethical decisions

### Indicator # MR 2 - Students will understand the marketing research process.

Level 3: Strategic Thinking	MR 2.1 Assess marketing information needs to develop a marketing information management system
Level 4: Extended Thinking	MR 2.2 Design quantitative and qualitative marketing research activities to ensure adequacy of data collection
Level 4: Extended Thinking	MR 2.3 Analyze secondary marketing data to ensure accuracy and adequacy of information for decision making
Level 4: Extended Thinking	MR 2.4 Implement primary marketing research strategy to test hypotheses and/or to resolve issues
Level 3: Strategic Thinking	MR 2.5 Correlate marketing data that aid in the decision making process
Level 4: Extended Thinking	MR 2.6 Apply statistical methods to aid in data interpretation

### Indicator # MR 3 - Students will report research findings for use in making strategic marketing decisions.

Level 3: Strategic Thinking	MR 3.1 Report findings to communicate research information with various stakeholders
Level 4: Extended Thinking	MR 3.2 Manage marketing information to analyze, predict and recommend successful marketing strategies

## Marketing Research Proposed Standards

### Indicator # MR 1 - Students will understand marketing research as a career and marketing discipline.

Level 1: Recall & Recognition	MR 1.1 Identify and explore career opportunities in marketing research.
Level 2: Skill/Concept	MR 1.2 Understand the use of marketing research in making informed business and marketing decisions.
Level 2: Skill/Concept	MR 1.3 Understand the concept of big data and its implications in business.
Level 4: Extended Thinking	MR 1.4 Apply ethical reasoning to a variety of situations to make ethical decisions.

### Indicator # MR 2 - Students will understand the marketing research process.

Level 3: Strategic Thinking	MR 2.1 Assess marketing information needs to develop a marketing information management system.
Level 2: Skill/Concept	MR 2.2 Understand various research data from primary to secondary and quantitative to qualitative.
Level 4: Extended Thinking	MR 2.3 Design quantitative and qualitative marketing research activities to ensure adequacy of data collection efforts.
Level 4: Extended Thinking	MR 2.4 Analyze secondary marketing data to ensure accuracy and adequacy of information for decision making.
Level 4: Extended Thinking	MR 2.5 Implement primary marketing research strategy to test hypotheses and/or to resolve issues.
Level 3: Strategic Thinking	MR 2.6 Correlate marketing data that aid in the decision-making process.
Level 4: Extended Thinking	MR 2.7 Apply statistical methods to aid in data interpretation.

### Indicator # MR 3 - Students will report research findings for use in making strategic marketing decisions.

Level 3: Strategic Thinking	MR 3.1 Report findings to communicate research information with various stakeholders.
Level 4: Extended Thinking	MR 3.2 Manage marketing information to analyze, predict and recommend successful marketing strategies.

## Marketing Strategies

### Current Standards

**Indicator # MS - Students will understand the foundations of marketing strategy and their integration into the overall organizational goals and objectives.**

Level 2: Skill/Concept	MS 1.1 Understand the role of marketing strategy
Level 2: Skill/Concept	MS 1.2 Integrate marketing planning with an organization's mission, vision, strategic plan, and ethical standards
Level 3: Strategic Thinking	MS 1.3 Identify opportunities and challenges within industry
Level 3: Strategic Thinking	MS 1.4 Explore careers in marketing

**Indicator # MS 2 - Students will learn how to establish marketing competitive advantage.**

Level 1: Recall and reproduction	MS 2.1 Define competitive advantage
Level 3: Strategic Thinking	MS 2.2 Analyze primary and secondary competitors
Level 2: Skill/Concept	MS 2.3 Describe the importance of differentiation
Level 2: Skill/Concept	MS 2.4 Understand positioning strategies

**Indicator # MS 3 - Students will learn how to apply segmentation and targeting techniques to marketing decision making.**

Level 2: Skill/Concept	MS 3.1 Identify and describe various market segments
Level 3: Strategic Thinking	MS 3.2 Identify target market(s)

**Indicator # MS 4 - Students will learn how to design an effective marketing mix for a product or service.**

Level 2: Skill/Concept	MS 4.1 Describe product line(s) or services for the target market(s)
Level 2: Skill/Concept	MS 4.2 Create a marketing message for a chosen target market
Level 3: Strategic Thinking	MS 4.3 Determine pricing objectives and strategies
Level 3: Strategic Thinking	MS 4.4 Understand various strategies and levels of distribution

## Marketing Strategies

### Proposed Standards

**Indicator # MS 1 - Students will understand the foundations of marketing strategy and their integration into the overall organizational goals and objectives.**

Level 2: Skill/Concept	MS 1.1 Understand the role of marketing strategy.
Level 2: Skill/Concept	MS 1.2 Examine alignment of marketing plan with an organization's mission, vision, strategic plan, and ethical standards.
Level 3: Strategic Thinking	MS 1.3 Identify opportunities and challenges within industry.
Level 3: Strategic Thinking	MS 1.4 Explore careers in marketing.

**Indicator # MS 2 - Students will learn how to establish marketing competitive advantage.**

Level 1: Recall and Recognition	MS 2.1 Define competitive advantage.
Level 3: Strategic Thinking	MS 2.2 Analyze primary and secondary competitors.
Level 2: Skill/Concept	MS 2.3 Describe the importance of differentiation.
Level 2: Skill/Concept	MS 2.4 Discuss positioning strategies and how to create value for customers.

**Indicator # MS 3 - Students will learn how to apply segmentation and targeting techniques to marketing decision making.**

Level 2: Skill/Concept	MS 3.1 Identify and describe various market segments.
Level 3: Strategic Thinking	MS 3.2 Define and identify target market(s).

**Indicator # MS 4 - Students will learn how to design an effective marketing mix for a product or service.**

Level 2: Skill/Concept	MS 4.1 Describe product line(s) or services for the target market(s).
Level 2: Skill/Concept	MS 4.2 Create a marketing message for a chosen target market.
Level 3: Strategic Thinking	MS 4.3 Determine pricing objectives and strategies.
Level 3: Strategic Thinking	MS 4.4 Understand various strategies and levels of distribution.

## Marketing Strategies Current Standards

Indicator # MS 5 - Students will learn how to evaluate the efficiency and effectiveness of marketing plans.	
Level 2: Skill/Concept	MS 5.1 Understand the marketing management process
Level 2: Skill/Concept	MS 5.2 Establish performance standards
Level 3: Strategic Thinking	MS 5.3 Compare actual performance to the established performance standards
Level 2: Skill/Concept	MS 5.4 Learn various budgeting methods

## Marketing Strategies Proposed Standards

Indicator # MS 5 - Students will learn how to evaluate the efficiency and effectiveness of marketing plans.	
Level 1: Recall and Recognition	MS 5.1 Identify components of marketing plans and planning.
Level 2: Skill/Concept	MS 5.2 Understand the marketing management process.
Level 2: Skill/Concept	MS 5.3 Establish performance standards and budget to evaluate the marketing plan.
Level 3: Strategic Thinking	MS 5.4 Evaluate the marketing plan based on performance standards.



## Principles of Selling Current Standards

<b>Indicator # PS 1 - Students will understand the role of sales.</b>	
Level 1: Recall and Reproduction	PS 1.1 Identify and explore sales career opportunities
Level 1: Recall and Reproduction	PS 1.2 Identify the promotional mix
Level 2: Skill/Concept	PS 1.3 Identify the role of sales in the promotional mix

<b>Indicator # PS 2 - Students will understand the unique challenges of ethical decisions in sales.</b>	
Level 4: Extended Thinking	PS 2.1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions
Level 2: Skill/Concept	PS 2.2 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies
Level 2: Skill/Concept	PS 2.3 Evaluate alternative responses to workplace situations based on personal or professional ethical
Level 1: Recall and Reproduction	PS 2.4 Identify personal and long-term workplace consequences of unethical or illegal behaviors
Level 3: Strategic Thinking	PS 2.5 Explain personal and long-term workplace consequences of legal and ethical considerations

<b>Indicator # PS 3 - Students will understand consumer and business buying behavior.</b>	
Level 2: Skill/Concept	PS 3.1 Differentiate between consumer needs and wants
Level 2: Skill/Concept	PS 3.2 Identify the consumer decision-making process
Level 2: Skill/Concept	PS 3.3 Understand unique aspects of business buying behavior

## Principles of Selling Proposed Standards

<b>Indicator # PS 1 - Students will understand the role of sales.</b>	
Level 1: Recall and Recognition	PS 1.1 Identify and explore sales career opportunities.
Level 1: Recall and Recognition	PS 1.2 Identify the promotional mix.
Level 2: Skill/Concept	PS 1.3 Identify the role of sales in the promotional mix.

<b>Indicator # PS 2 - Students will understand the unique challenges of ethical decisions in sales.</b>	
Level 4: Extended Thinking	PS 2.1 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.
Level 2: Skill/Concept	PS 2.2 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
Level 2: Skill/Concept	PS 2.3 Evaluate alternative responses to workplace situations based on personal or professional ethical
Level 3: Strategic Thinking	PS 2.4 Identify and explain personal and long-term workplace consequences of unethical or illegal behaviors.

<b>Indicator # PS 3 - Students will understand consumer and business buying behavior.</b>	
Level 2: Skill/Concept	PS 3.1 Differentiate between consumer needs and wants.
Level 2: Skill/Concept	PS 3.2 Identify the consumer decision-making process.
Level 2: Skill/Concept	PS 3.3. Understand the difference between business to consumer and business to business sales.
Level 2: Skill/Concept	PS 3.4 Understand unique aspects of business buying behavior.

## Principles of Selling Current Standards

<b>Indicator # PS 4 - Students will understand the sales process.</b>	
Level 2: Skill/Concept	PS 4.1 Understand the selling process
Level 2: Skill/Concept	PS 4.2 Explain lead generation and qualification
Level 3: Strategic Thinking	PS 4.3 Identify and utilize needs assessment
Level 3: Strategic Thinking	PS 4.4 Demonstrate the sales presentation
Level 3: Strategic Thinking	PS 4.5 Identify customer concerns and strategies to handle objections
Level 3: Strategic Thinking	PS 4.6 Identify how to close a sale
Level 2: Skill/Concept	PS 4.7 Determine the importance of follow up within the sale process

<b>Indicator # PS 5 - Students will identify the importance of customer relationship management (CRM).</b>	
Level 2: Skill/Concept	PS 5.1 Understand the customer relationship management concept
Level 3: Strategic Thinking	PS 5.2 Explore available CRM technologies

## Principles of Selling Proposed Standards

<b>Indicator # PS 4 - Students will understand the sales process.</b>	
Level 2: Skill/Concept	PS 4.1 Understand the steps in the sales process.
Level 2: Skill/Concept	PS 4.2 Explain lead generation and qualification.
Level 3: Strategic Thinking	PS 4.3 Identify and utilize needs assessment.
Level 3: Strategic Thinking	PS 4.4 Demonstrate the sales presentation.
Level 3: Strategic Thinking	PS 4.5 Identify customer concerns and strategies to handle objections.
Level 3: Strategic Thinking	PS 4.6 Identify when and how to close a sale.
Level 2: Skill/Concept	PS 4.7 Determine the importance of follow up within the sales process.

<b>Indicator # PS 5 - Students will identify the importance of customer relationship management (CRM).</b>	
Level 2: Skill/Concept	PS 5.1 Understand the customer relationship management concept.
Level 3: Strategic Thinking	PS 5.2 Explore available CRM technologies.

## NA - new course      Sports and Entertainment Marketing Proposed Standards

<i>Webb Level</i>	<b>SEM 1: Summarize the significance and components of sports and entertainment as a viable industry.</b>
Level 2: Skill/Concept	SEM1 1.1 Discuss the components of the marketing mix as it relates to sports and entertainment marketing. <ul style="list-style-type: none"> <li>• Define sports and event marketing, marketing, exchange, producer, consumer, etc.</li> <li>• Describe the “Four Ps” of sports and entertainment marketing.</li> <li>• Explain the marketing functions and activities.</li> </ul>
Level 4: Extended Thinking	SEM1 1.2 Validate the sports and entertainment industry as a valuable segment of the economy. <ul style="list-style-type: none"> <li>• Describe activities to market non-sports products using sports.</li> <li>• Explain reasons for using sports as a medium for promotion.</li> <li>• Distinguish the different roles of people in sports.</li> <li>• Investigate the history of sports and entertainment as a factor in economic growth and marketing.</li> </ul>
Level 4: Extended Thinking	SEM1 1.3: Organize the components of the sports and entertainment industry. <ul style="list-style-type: none"> <li>• Dissect components of the event triangle: event, sponsor, and fan.</li> <li>• Diagram the exchanges developed in the event triangle.</li> <li>• Separate the effects of media broadcasting on the event triangle.</li> </ul>

<i>Webb Level</i>	<b>SEM 2: Explore careers in the sports and entertainment industry.</b>
Level 1: Recall	SEM 2.1 Identify career opportunities in the field.
Level 2: Skill/Concept	SEM 2.2 Research a career in the sports and entertainment industry

<i>Webb Level</i>	<b>SEM 3: Explain the organizational structure within the sports and entertainment industry.</b>
Level 2: Skill/Concept	SEM 3.1 Distinguish between the different types of organizational structures such as sport governing bodies, sport providing entities, and sport spectacle organization (e.g. NBA, PGA, entertainment group) within the sports and entertainment industry.
Level 2: Skill/Concept	SEM 3.2 Explain the advantages and disadvantages of operating as a for-profit or not-for-profit organization.
Level 2: Skill/Concept	SEM 3.3 Compare the differences in goals between different levels of events and relative benefits to the community. (ie: a national football team and a little league team.)

## NA - new course

**Sports and Entertainment Marketing Proposed Standards**

<i>Webb Level</i>	<b>SEM 4: Explain how marketing management is an important tool in developing marketing strategies.</b>
Level 2: Skill/Concept	SEM 4.1 Explain marketing management as it relates to sports and entertainment marketing.
Level 2: Skill/Concept	SEM 4.2 Describe the levels of management and illustrate the levels on organizational charts.
Level 1: Recall	SEM 4.3 Identify management functions such as marketing, accounting, and IT.
Level 3: Strategic Thinking	SEM 4.4 Analyze the marketing manager's role in decision making as it relates to a sports team, cultural event, or festival.
Level 3: Strategic Thinking	SEM 4.5 Evaluate the skills and characteristics of sports and entertainment marketing managers.

<i>Webb Level</i>	<b>SEM 5: Explain how market analysis is applied in the sports and entertainment industry.</b>
Level 1: Recall	SEM 5.1 Identify the types of market segmentation.
Level 1: Recall	SEM 5.2 Identify niche markets in the sports and entertainment industry.
Level 3: Strategic Thinking	SEM 5.3 Develop a market segmentation analysis.
Level 1: Recall	SEM 5.4 Describe external factors and how they affect the sports and entertainment industry.
Level 1: Recall	SEM 5.5 Outline the steps in developing a market research project as it relates to sports and entertainment.

<i>Webb Level</i>	<b>SEM6: Interpret the importance of product planning in sports and entertainment.</b>
Level 3: Strategic Thinking	SEM 6.1 Explain the value of product research and development. <ul style="list-style-type: none"> <li>• Explain the issues related to product selection and brand naming.</li> <li>• Classify demographic and geographic information in sports and entertainment.</li> <li>• Understand the importance of market research and analysis in market segmentation</li> </ul>
Level 3: Strategic Thinking	SEM 6.2 Explain how fans and the audience can be involved in different types of events. <ul style="list-style-type: none"> <li>• Identify and define types of events.</li> <li>• Discuss media distribution of events.</li> <li>• Identify ways for fans or the audience to be involved in events.</li> </ul>
Level 3: Strategic Thinking	SEM 6.3 Evaluate considerations involved in facility design. <ul style="list-style-type: none"> <li>• Examine operating procedures for a facility.</li> <li>• Evaluate support activities in operating a sports or entertainment facility.</li> <li>• Examine various facility designs.</li> </ul>
Level 2: Skill/Concept	SEM 6.4 Compare ticket sales policies in the sports and entertainment industry. <ul style="list-style-type: none"> <li>• Contrast the benefits of group, corporate, season and pre-season ticket sales.</li> <li>• Compare ticket pricing strategies for separate target markets.</li> <li>• Identify the components of ticket design.</li> </ul>

## NA - new course

**Sports and Entertainment Marketing Proposed Standards**

<i>Webb Level</i>	<b>SEM 7: Examine sponsorships in the sports and entertainment industry.</b>
Level 2: Skill/Concept	SEM 7.1 Research the role and components of sponsorships. <ul style="list-style-type: none"> <li>Describe reasons a company would be involved in an event or sports property.</li> <li>Use goals of sponsorship to develop and assess effective sponsorships.</li> <li>Identify and discuss the desire for event exclusivity-importance in sponsorship.</li> </ul>
Level 3: Strategic Thinking	SEM 7.2 Identify why businesses sponsor a sports or entertainment property or event. <ul style="list-style-type: none"> <li>Determine sponsorship goals and objectives and their use in sponsorships.</li> <li>Recognize major goals of sponsorship.</li> <li>Discuss SWOT (Strengths, Weaknesses, Opportunities, and Threats) concept and evaluation applications in sponsorship.</li> </ul>
Level 4: Extended Thinking	SEM 7.3 Appraise the impact of sponsorship in sports and entertainment. <ul style="list-style-type: none"> <li>Question the importance and use of marketing plans in sports.</li> <li>Identify and describe target marketing efforts of sponsors to fans or audiences at events.</li> <li>Explain the components and costs associated with sponsorship proposals.</li> <li>Identify types of sponsorship sales and relationship development.</li> <li>Assess the importance of sponsorship in concessions, event planning, advertising, and facility design.</li> </ul>

<i>Webb Level</i>	<b>SEM 8: Create promotional tools used in sports and entertainment.</b>
Level 4: Extended Thinking	SEM 8.1 Create promotional tools in sports and entertainment. <ul style="list-style-type: none"> <li>Create an advertising campaign.</li> <li>Measure the value of advertising in sports and entertainment.</li> </ul>
Level 4: Extended Thinking	SEM 8.2 Generate ideas for public relations as an element of the promotional mix. <ul style="list-style-type: none"> <li>Generate media sources for public relations and advertising.</li> <li>Evaluate using publicity in sports and entertainment.</li> <li>Create a media kit for a sports team.</li> </ul>
Level 2: Skill/Concept	SEM 8.3 Identify the steps in the event planning process. <ul style="list-style-type: none"> <li>Identify the time, money and personnel needed to execute an event.</li> <li>Evaluate the differences between traditional and nontraditional methods of event sales promotion.</li> <li>Judge the value of event sales promotion tools in sports and entertainment.</li> </ul>
Level 3: Strategic Thinking	SEM 8.4 Determine the components of a sports or entertainment marketing plan. <ul style="list-style-type: none"> <li>Explore existing marketing plans and their application in business.</li> <li>Develop an outline for a conventional marketing plan.</li> <li>Create a marketing plan for a sports or entertainment company.</li> </ul>

## NA - new course

**Sports and Entertainment Marketing Proposed Standards**

<i>Webb Level</i>	<b>SEM 9: Discuss the importance of ethics and analyze the legal aspects of the sports and entertainment industry.</b>
Level 2: Skill/Concept	SEM 9.1 Discuss ethical issues that may arise in the sports and entertainment industry.
Level 2: Skill/Concept	SEM 9.2 Explain risk management and its relationship to the sports and entertainment industry.
Level 1: Recall	SEM 9.3 Identify purposes, types and terms of contracts including copyrights, trademarks, and licensing.
Level 3: Strategic Thinking	SEM 9.4 Explain the impact of the Americans with Disabilities Act (ADA) on sports and entertainment events and facilities.

<i>Webb Level</i>	<b>SEM 10: Calculate revenues and expenses to evaluate profitability.</b>
Level 1: Recall	SEM 10.1 Identify revenue sources and expenses in the sports and entertainment industry.
Level 2: Skill/Concept	SEM 10.2 Create a budget with all the components of financial transparency, such as price levels, and market depth.
Level 3: Strategic Thinking	SEM 10.3 Analyze financial statements.

<i>Webb Level</i>	<b>SEM 11: Create a plan for a sporting or entertainment event.</b>
Level 2: Skill/Concept	SEM 11.1 Determine the personnel needs for an event.
Level 2: Skill/Concept	SEM 11.2 Determine the financial resources required for each activity or task for an event.
Level 2: Skill/Concept	SEM 11.3 Discuss the need for security and emergency plans.
Level 1: Recall	SEM 11.4 Describe the types of indoor and outdoor security.
Level 3: Strategic Thinking	SEM 11.5 Analyze the security and safety needs of a venue.
Level 2: Skill/Concept	SEM 11.6 Design a sports or entertainment event, including a marketing plan and budget.
Level 3: Strategic Thinking	SEM 11.7 Create evaluation metrics to determine success and discuss changes needed.