

Standards Correlations

Sports and Entertainment Marketing (8175)

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Demonstrating Personal Qualities and Abilities			
Demonstrate creativity and innovation.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*</p>		

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
	Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1		
Demonstrate critical thinking and problem solving.	<p>English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>		
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1,		

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	11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1		
Demonstrating Interpersonal Skills			
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1		

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Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1		
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrating Professional Competencies			

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4		
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1		
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2,		

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	11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8		
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8,		

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	PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1		
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10		
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1		

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Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1		
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7		

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	Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1		
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1		
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1		
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1		
Examining All Aspects of an Industry			
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16		

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Examine aspects of management within an industry/organization.			
Examine aspects of financial responsibility within an industry/organization.			
Examine technical and production skills required of workers within an industry/organization.			
Examine principles of technology that underlie an industry/organization.			
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16		
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16		
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16		

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Addressing Elements of Student Life			
Identify the purposes and goals of the student organization.			
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.			
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.			
Identify Internet safety issues and procedures for complying with acceptable use standards.			
Exploring Work-Based Learning			

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Identify the types of work-based learning (WBL) opportunities.			
Reflect on lessons learned during the WBL experience.			
Explore career opportunities related to the WBL experience.			
Participate in a WBL experience, when appropriate.			
Understanding the Importance of Sports and Entertainment Marketing			
Explain the importance and impact of the sports and entertainment industries.	<p>English: 10.5, 11.5, 12.5</p> <p>History: Govt 16</p>	<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Apply quality assurances to enhance product/service offerings.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Generate product ideas to contribute to ongoing business success.</p>	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		Position products/services to acquire desired business image.	
Describe the past, present, and future of the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 16		Analyze cost/profit relationships to guide business decision-making. Understand economic indicators to recognize economic trends and conditions. Understand the nature of business to show its contributions to society.
Explain hospitality as it relates to the sports and entertainment industries.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of product/service management to understand its nature and scope.	
Analyze trends and innovations in the sports and entertainment industries.	English: 10.5, 11.5, 12.5		Analyze cost/profit relationships to guide business decision-making. Understand economic indicators to recognize economic trends and conditions.
Developing an Overview of Marketing			
Explain marketing as it relates to the sports and entertainment industries.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5		Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Identify the components (the Ps) of the marketing mix as they relate to sports and entertainment marketing.	English: 10.5, 11.5, 12.5 History: Govt 14		Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the marketing concept as related to the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14	Acquire a foundational knowledge of selling to understand its nature and scope. Employ product-mix strategies to meet customer expectations. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	
Explain the concept of target marketing.	English: 10.5, 11.5, 12.5 History: Govt 14	Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the marketing functions.	English: 10.5, 11.5, 12.5 History: Govt 14	Acquire a foundational knowledge of product/service management to understand its nature and scope. Acquire a foundational knowledge of promotion to understand its nature and scope.	Acquire a foundational knowledge of finance to understand its nature and scope. Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		<p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>	
Developing Interpersonal Skills			
Identify types of communication used in sports and entertainment.	<p>English: 10.5, 11.5, 12.5</p> <p>History: VUS 14, Govt 12, 15</p>		<p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			<p>Use communication skills to foster open, honest communications.</p> <p>Use social media to communicate with a business's stakeholders.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Identify the role of communication in effective work relationships.	English: 10.5, 11.5, 12.5		<p>Communicate with staff to clarify workplace objectives.</p> <p>Use communication skills to foster open, honest communications.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Develop presentation skills as a form of business communication.	English: 10.5, 11.5, 12.5		<p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p>
Identify ethical and unethical business practices.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5		<p>Understand the nature of business to show its contributions to society.</p>
Developing Customer Service Skills			

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Explain the importance of customer service as it relates to the sports and entertainment industries.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of selling to understand its nature and scope.	Foster positive relationships with customers to enhance company image.
Compare various types of customer service.	English: 10.5, 11.5, 12.5		Foster positive relationships with customers to enhance company image.
Translate technical language into commonly understood language.	English: 10.5, 11.5, 12.5	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.	Apply verbal skills to obtain and convey information. Read to acquire meaning from written material and to apply the information to a task.
Communicate a customer-service suggestion to a supervisor.	English: 10.1, 11.1, 12.1		Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives.
Describe procedures for handling a customer's complaint.	English: 10.1, 10.5, 11.1, 11.5, 12.1, 12.5		Resolve conflicts with/for customers to encourage repeat business.
Handle different types of customers.	English: 10.1, 11.1, 12.1 Mathematics: COM.1, AFDA.8, PS.8		Resolve conflicts with/for customers to encourage repeat business.

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Demonstrate handling an internal customer.	English: 10.1, 11.1, 12.1		Manage internal and external business relationships to foster positive interactions.
Explain the role of constructive criticism.	English: 10.5, 11.5, 12.5		Use communication skills to influence others.
Demonstrate customer-service techniques.	English: 10.1, 11.1, 12.1		Foster positive relationships with customers to enhance company image.
Describe methods used to encourage customer retention.	English: 10.5, 11.5, 12.5 Mathematics: PS.8, PS.9	Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Resolve conflicts with/for customers to encourage repeat business.
Exploring the Concept of Branding			
Define branding in sports and entertainment.	English: 10.3, 11.3, 12.3 History: Govt 14, 15	Acquire a foundational knowledge of product/service management to understand its nature and scope. Employ product-mix strategies to meet customer expectations. Generate product ideas to contribute to ongoing business success. Position products/services to acquire desired business image.	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Explain the concept of branding as it relates to sports and entertainment marketing.	English: 10.5, 11.5, 12.5	<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Generate product ideas to contribute to ongoing business success.</p> <p>Position products/services to acquire desired business image.</p>	
Explain product licensing and brand protection.	<p>English: 10.5, 11.5, 12.5</p> <p>History: Govt 14, 15</p>	<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Apply quality assurances to enhance product/service offerings.</p>	Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
Explain the concept and reasons for rebranding.	English: 10.5, 11.5, 12.5	<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Employ product-mix strategies to meet customer expectations.</p>	Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		Position products/services to acquire desired business image.	
Describing Product Development			
Explain sports and entertainment product, sports and entertainment service, and product planning.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History: Govt 14, 15	Acquire a foundational knowledge of product/service management to understand its nature and scope.	
Explain product life cycle.	English: 10.5, 11.5, 12.5 History: Govt 14, 15	Acquire a foundational knowledge of product/service management to understand its nature and scope. Employ product-mix strategies to meet customer expectations. Generate product ideas to contribute to ongoing business success. Position products/services to acquire desired business image.	
Describe the role of market research.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 Mathematics: AFDA.8, PS.8, PS.9, PS.10	Acquire foundational knowledge of marketing-information management to understand its nature and scope.	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		Understand marketing-research activities to show command of their nature and scope.	
Create a primary or secondary research survey.	English: 10.3, 10.6, 10.7, 10.8, 11.3, 11.6, 11.7, 11.8, 12.3, 12.6, 12.7, 12.8 Mathematics: AFDA.8, PS.1	Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.	
Explain the role of product positioning.	English: 10.5, 11.5, 12.5	Apply quality assurances to enhance product/service offerings. Generate product ideas to contribute to ongoing business success. Position products/services to acquire desired business image.	
Describe the impact of uncontrollable factors on sports and entertainment product development.	English: 10.5, 11.5, 12.5		Understand fundamental economic concepts to obtain a foundation for employment in business.
Exploring Pricing Strategies			
Explain pricing and the factors that affect pricing decisions.	English: 10.5, 11.5, 12.5 History: Govt 14, 15	Develop a foundational knowledge of pricing to understand its role in marketing.	Understand fundamental economic concepts to obtain a foundation for employment in business.

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Identify pricing strategies as they relate to the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14, 15	Develop a foundational knowledge of pricing to understand its role in marketing.	
Understanding the Business Structure of Sports and Entertainment Marketing			
Explain business as it relates to the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14, 15		Analyze cost/profit relationships to guide business decision-making. Determine needed safety policies/procedures to protect employees. Understand fundamental economic concepts to obtain a foundation for employment in business. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Compare the types of business ownership and their roles in the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14, 15		Apply knowledge of business ownership to establish and continue business operations. Utilize planning tools to guide organization's/department's activities.
Exploring Distribution Strategies			
Explain distribution and how it relates to	English: 10.5, 11.5, 12.5	Acquire foundational knowledge of channel	

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sports and entertainment industries.		management to understand its role in marketing.	
Identify challenges for distributing sports and entertainment services.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Manage channel activities to minimize costs and to determine distribution strategies.	
Developing a Promotional Mix			
Explain promotion and promotional mix.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope.	
Identify the roles of advertising, publicity, sales promotion, direct marketing, and personal selling in the sports and entertainment industries.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.	
Determine methods of communication used in sports and entertainment promotion.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 History: VUS 15, Govt 14, 15	Understand the use of an advertisement's components to communicate with targeted audiences.	Use social media to communicate with a business's stakeholders. Utilize information-technology tools to manage and perform work responsibilities.
Describe the elements of an advertisement.	English: 10.5, 11.5, 12.5	Understand the use of an advertisement's components to	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		communicate with targeted audiences.	
Exploring the Forms and Techniques of Advertising			
Explain advertising as related to sports and entertainment industries.	English: 10.5, 11.5, 12.5	Understand promotional channels used to communicate with targeted audiences. Understand the use of an advertisement's components to communicate with targeted audiences.	
Identify the goals of advertising and methods of evaluating an advertisement's success.	English: 10.5, 11.5, 12.5 Mathematics: PS.8, AFDA.8	Implement and monitor promotional activities to maximize return on promotional efforts.	
Using Digital Media			
Define current electronic marketing tools and platforms.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History: VUS 14	Acquire a foundational knowledge of promotion to understand its nature and scope.	Use social media to communicate with a business's stakeholders.
Identify methods for attracting customers and establishing and maintaining customer relationships.	English: 10.5, 11.5, 12.5 History: VUS 14	Implement and monitor promotional activities to maximize return on promotional efforts.	Use social media to communicate with a business's stakeholders.
Identify target markets' preferred	English: 10.5, 11.5, 12.5	Implement and monitor promotional activities to	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
platforms for various electronic marketing tools.	History: VUS 14	<p>maximize return on promotional efforts.</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>	
Compare traditional marketing and digital media marketing.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope.	Use social media to communicate with a business's stakeholders.
Identify the pros and cons of social media marketing.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 History: VUS 14	Implement and monitor promotional activities to maximize return on promotional efforts.	Use social media to communicate with a business's stakeholders.
Explain how digital media can be used to generate revenue.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Implement and monitor promotional activities to maximize return on promotional efforts.	Use social media to communicate with a business's stakeholders.
Exploring Public Relations and Media Relations			
Explain public relations as related to sports and entertainment industries.	English: 10.5, 11.5, 12.5	<p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Understand the use of public-relations activities to communicate with targeted audiences.</p>	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Explain the concept of earned media.	English: 10.5, 11.5, 12.5	Understand the use of an advertisement's components to communicate with targeted audiences.	
Describe public relations tools.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Understand the use of an advertisement's components to communicate with targeted audiences. Understand the use of public-relations activities to communicate with targeted audiences.	
Explain the internal and external aspects of public relations.	English: 10.5, 11.5, 12.5	Implement and monitor promotional activities to maximize return on promotional efforts. Understand the use of public-relations activities to communicate with targeted audiences.	Identify with others' feelings, needs, and concerns to enhance interpersonal relations.
Analyze the effects of negative media occurrences.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope.	
Exploring Sponsorship and Endorsements			
Explain sponsorship as it relates to the sports and	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope.	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
entertainment industries.		Understand the use of an advertisement's components to communicate with targeted audiences.	
Explain the difference between sponsorships and endorsements.	English: 10.5, 11.5, 12.5	Understand promotional channels used to communicate with targeted audiences.	
Explain the reasons for a company or organization to use sponsorships.	English: 10.5, 11.5, 12.5	Implement and monitor promotional activities to maximize return on promotional efforts. Position products/services to acquire desired business image.	
Identify legal restrictions placed on endorsements and sponsorships.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope. Understand the use of an advertisement's components to communicate with targeted audiences.	Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
Explain advantages and disadvantages of endorsements.	English: 10.5, 11.5, 12.5	Implement and monitor promotional activities to maximize return on promotional efforts.	
Identify current trends in sponsorship within	English: 10.5, 11.5, 12.5	Implement and monitor promotional activities to	Understand the nature of business to show its contributions to society.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
the sports and entertainment industries.		maximize return on promotional efforts.	
Describe the components and exchanges in an event triangle.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.	
Explain the effects media broadcasting may have on decisions made by a sponsor.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope.	
Exploring Sales Promotion			
Explain the advantages and disadvantages of using various forms of sales promotion in the sports and entertainment industries.	English: 10.5, 11.5, 12.5	Understand promotional channels used to communicate with targeted audiences. Understand the use of an advertisement's components to communicate with targeted audiences.	
Describe the elements of a sports and entertainment sales promotion campaign.	English: 10.5, 11.5, 12.5	Understand promotional channels used to communicate with targeted audiences. Understand the use of an advertisement's components to	

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
		communicate with targeted audiences.	
Describing the Sales Process			
Explain the types of selling and why they are important in sports and entertainment industries.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of selling to understand its nature and scope.	
Explain merchandising (on-site and supplemental) as it relates to the sports and entertainment industries.	English: 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Acquire a foundational knowledge of selling to understand its nature and scope.	
Explain the concept of bundling products and/or services.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Acquire a foundational knowledge of selling to understand its nature and scope.	
Explain the steps of selling process.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of selling to understand its nature and scope.	
Describing the Economics of the Industry			
Explain economics and its relation to the sports and entertainment industries.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History: VUS 8, Govt 14, 15		Analyze cost/profit relationships to guide business decision-making. Understand economic systems to be able to recognize the environments in which businesses function.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain how the phases in the business cycle affect the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14, 15		Understand economic indicators to recognize economic trends and conditions.
Explain the concept of supply and demand.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History: Govt 14, 15		Analyze cost/profit relationships to guide business decision-making. Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain competition as it relates to the sports and entertainment industries.	English: 10.5, 11.5, 12.5 History: Govt 14, 15		Understand economic systems to be able to recognize the environments in which businesses function. Understand fundamental economic concepts to obtain a foundation for employment in business.
Exploring the Marketing Plan			
Explain the components of the marketing plan.	English: 10.5, 11.5, 12.5	Acquire a foundational knowledge of promotion to understand its nature and scope. Employ marketing-information to plan marketing activities.	Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
Describe the importance of research in developing a marketing plan.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 Mathematics: PS.8, AFDA.8	Understand marketing-research activities to show command of their nature and scope.	Acquire information to guide business decision-making.
Describe the importance of analyzing the marketing plan to determine return on investment (ROI).	English: 10.5, 11.5, 12.5	Employ marketing-information to plan marketing activities. Implement and monitor promotional activities to maximize return on promotional efforts.	
Identify the components of a SWOT analysis.	English: 10.5, 11.5, 12.5	Employ marketing-information to plan marketing activities.	Acquire information to guide business decision-making. Identify potential business threats and opportunities to protect a business' financial well-being.
Developing Job Search Skills			
Identify occupations within the sports and entertainment industries.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History: Govt 14, 15		Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential. Utilize career-advancement activities to enhance professional development.
Identify personal skills and interests applicable to the	English: 10.5, 11.5, 12.5		Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
sports and entertainment industries.			
Identify resources for a job search in the sports and entertainment industry.	English: 10.5, 11.5, 12.5 History: Govt 14, 15		Participate in career planning to enhance job-success potential.
Create a networking plan in the sports or entertainment industry.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History: VUS 14, Govt 14, 15		Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Create or update a résumé and application/cover letter.	English: 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History: Govt 14, 15		Apply verbal skills to obtain and convey information. Implement job-seeking skills to obtain employment. Read to acquire meaning from written material and to apply the information to a task.
Complete a job application.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7		Apply verbal skills to obtain and convey information. Implement job-seeking skills to obtain employment.

Task	SOL Correlations	Marketing MBA Standards	Business Administration MBA Standards
			Read to acquire meaning from written material and to apply the information to a task.
Describe the job interview process and techniques for follow-up.	English: 10.1, 10.5, 10.8, 11.1, 11.5, 11.8, 12.1, 12.5, 12.8		Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Participate in a mock interview or an informational interview with a local employer.	English: 10.1, 11.1, 12.1		Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.