

Florida Department of Education  
 INTENDED OUTCOMES

**Program Title:** Academy of Sport, Recreation, and Entertainment Marketing

	<u>Secondary</u>	<u>PSAV</u>
<b>Program Numbers:</b>	<b>8827400</b>	<b>M899400</b>
CIP Number:	0208.090105	0208.090105
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7 MKTG MGMT @7G	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7 MKTG MGMT @7G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills	
Math	9
Language	9
Reading	9

I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment or advanced training in the sport, recreation, and entertainment marketing and sales industry. The content includes, but is not limited to, employability skills; selling techniques; public relations and publicity; event planning and execution; and licensing, sponsorship, and endorsements.

Listed below are the courses that comprise this program when offered at the secondary level:

- 8827410 - Sport, Recreation, and Entertainment Essentials
- 8827420 - Sport, Recreation, and Entertainment Applications
- 8827430 - Sport, Recreation, and Entertainment Marketing Management

II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this cluster. Equipment and supplies should be provided to enhance hands-on experiences for students in the chosen sport, recreation, and entertainment occupation.

III. **SPECIAL NOTE:** DECA, "An Association of Marketing Students" (secondary), and Delta Epsilon Chi, "An Association of Marketing Students" (postsecondary), are the appropriate career and technical student organizations for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.9999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as work-based learning experiences. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must receive compensation for work performed.

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activities. Employment may be either paid or unpaid. (For additional information consult the Guided Workplace-Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace-Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning/training plan is highly recommended.

On-the-job activities may be continued as a summer learning experience without classroom instruction for students who participated in the program during the school year immediately preceding the summer assignment.

The OJT course may be taken by a student for one or more semesters at the secondary level enabling the student to earn multiple credits. The specific student performance standards, which the student must achieve to earn credit, must be specified in the OJT training plan.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult vocational students to exit the programs in this cluster are listed at the program level or at the occupational completion points within the program. These grade level numbers correspond to a grade equivalent score obtained on one of the state designated basic skills examinations. If a student does not meet the basic skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards, which the student must master to earn credit, must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

- IV. INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

**OCCUPATIONAL COMPLETION POINT - DATA CODE A (2 CREDITS/300 HOURS)**

SALESPERSONS, RETAIL - OES Code 49011

- 01.0 Demonstrate employability skills.
- 02.0 Demonstrate human relations skills necessary for success in sport, recreation, and entertainment marketing occupations.
- 03.0 Demonstrate proficiency in applying communication and technology skills.
- 04.0 Demonstrate proficiency in applying math skills unique to sport, recreation, and entertainment marketing.
- 05.0 Identify economic principles.
- 06.0 Identify marketing and business fundamentals.
- 07.0 Identify effective selling techniques and procedures.
- 27.0 Discuss the history of sport, recreation, and entertainment marketing.
- 28.0 Discuss sport, recreation, and entertainment marketing as an industry.
- 08.0 Select a sport, recreation, and entertainment marketing industry for career planning.
- 09.0 Demonstrate applications of distribution to the sport, recreation, and entertainment marketing industry.
- 10.0 Demonstrate applications of financing to the selected sport, recreation, and entertainment marketing industry.

- 11.0 Demonstrate applications of product/service planning to the sport, recreation, and entertainment marketing industry.
- 12.0 Demonstrate applications of marketing-information management to the sport, recreation, and entertainment marketing industry.
- 13.0 Demonstrate pricing applications for the sport, recreation, and entertainment marketing industry.
- 14.0 Demonstrate promotion applications for the sport, recreation, and entertainment marketing industry.
- 15.0 Demonstrate purchasing applications to the sport, recreation, and entertainment marketing industry.
- 16.0 Demonstrate applications of safety and risk-management to the sport, recreation, and entertainment marketing industry.
- 17.0 Demonstrate applications of selling to the sport, recreation, and entertainment marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in sport, recreation, and entertainment marketing.
- 29.0 Explain and discuss licensing, sponsorships, and endorsements in sport, recreation, and entertainment marketing.
- 30.0 Demonstrate an understanding of the impact of the media on sport, recreation, and entertainment marketing.
- 31.0 Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing.

**OCCUPATIONAL COMPLETION POINT - DATA CODE B (3 CREDITS/450 HOURS)**

FIRST-LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS, SPORT, RECREATION, AND ENTERTAINMENT - OES Code 41002

- 20.0 Apply economic principles to sport, recreation, and entertainment marketing.
- 21.0 Explain the business structure of the sport, recreation, and entertainment marketing industry.
- 22.0 Describe legal and ethical aspects of sport, recreation, and entertainment marketing industry.
- 23.0 Explain methods of dealing with agents, personal managers, and labor unions.
- 24.0 Apply market research to determine viability of proposed sport, recreation, and entertainment project or event.
- 25.0 Design, plan, execute, and evaluate an event.
- 26.0 Develop a career plan for a sport, recreation, and entertainment marketing career.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

Program Title: Academy of Sport, Recreation, and  
Entertainment Marketing  
Secondary Number: 8827400  
Postsecondary Number: M899400

**OCCUPATIONAL COMPLETION POINT - DATA CODE A**  
SALESPERSON, RETAIL - OES Code 49011

- 01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
- 01.01 **Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
  - 01.02 **Discuss importance of drug tests and criminal background checks in identifying possible employment options.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
  - 01.03 **Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
  - 01.04 **Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
  - 01.05 **Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
  - 01.06 **Identify and demonstrate appropriate dress and grooming for employment.** LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3
  - 01.07 **Identify and demonstrate effective interviewing skills (e.g., behavioral).** LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3

- 01.08 **Describe methods for handling illegal interview and application questions.** LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, [SC.H.3.4.1](#), [SS.A.5.4.7](#)
- 01.09 **Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, [SS.C.2.4.3](#), [SC.H.3.4.4](#)
- 01.10 **Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.11 **Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 **Describe importance of producing quality work and meeting performance standards.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.2](#)
- 01.13 **Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.1.4.1](#), [MA.A.1.4.2](#), [MA.A.1.4.3](#), [MA.A.1.4.4](#), [SC.H.3.4.3](#), [SS.C.2.4.3](#), [SS.C.2.4.6](#)
- 01.14 **Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, [MA.A.5.4.1](#), [MA.B.1.4.2](#)
- 01.15 **Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,

- LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.16 **Identify how to prepare for job separation and re-employment.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5
- 01.17 **Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6
- 01.18 **Identify and practice stress management and relaxation techniques.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 **Discuss importance of practicing positive customer service skills.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING OCCUPATIONS--The student will be able to:
- 02.01 **Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.** LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 **Define and discuss issues involving gender equity, disability, and age.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 **Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).** LA.C.1.4.3
- 02.04 **Identify and define friendliness, adaptability, empathy, and politeness as relates to business.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 **Explain concepts of integrity, credibility, reliability, and perseverance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.06 **Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).**
- 02.07 **Maintain professional personal appearance and attitude.**
- 02.08 **Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.** LA.A.2.4.7, LA.A.2.4.8
- 02.09 **Demonstrate self-management, initiative, and multi-tasking.**

- 02.10 **Explain concepts of self-understanding, self-esteem, and self-image.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 02.11 **Demonstrate professional behavior and etiquette.** LA.D.1.4.2
  - 02.12 **Demonstrate respect for the opinions, customs, and individual differences of others.** LA.D.1.4.2, LA.D.1.4.3
  - 02.13 **Set personal and career goals and develop a plan of action to achieve those goals.** LA.B.2.4.2, LA.A.2.4.4
  - 02.14 **Identify areas where personal and professional change and adjustment may be necessary.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 02.15 **Demonstrate ability to offer and accept feedback.**  
LA.C.3.4.2
  - 02.16 **Identify and practice stress management and relaxation techniques.**
  - 02.17 **Maintain confidentiality of business matters.**
  - 02.18 **Support and follow company policies and procedures (e.g., attendance, tardiness, returns).**
  - 02.19 **Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.** LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:
- 03.01 **Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.02 **Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.03 **Demonstrate ability to read and comprehend written communications.**
  - 03.04 **Identify a variety of forms of written business communications utilized in the workplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.05 **Prepare a business letter, memorandum, fax, and e-mail.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
  - 03.06 **Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.** LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
  - 03.07 **Discuss importance of developing networking skills to expand business contacts.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5



- 03.08 **Prepare and deliver a business-related presentation.**  
LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 **Demonstrate active listening strategies that improve understanding and performance.** LA.C.1.4.1, LA.C.1.4.2,  
LA.C.1.4.3, LA.C.1.4.4
- 03.10 **Describe positive customer relations.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5
- 03.11 **Demonstrate conflict and dispute resolution techniques.**  
LA.A.1.4.3, LA.E.2.4.1
- 03.12 **Identify means of nonverbal communication.** LA.A.1.4.3,  
LA.C.2.4.1, LA.C.2.4.2
- 03.13 **Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.** LA.B.2.4.4,  
LA.C.1.4.3, LA.C.3.4.2
- 03.14 **Discuss methods of resolving customer complaints.**  
LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
- 03.15 **Interpret business policies to customers/clients.**  
LA.A.2.4.7, LA.A.2.4.8
- 03.16 **Discuss importance of providing clear directions, descriptions, and explanations.** LA.A.1.4.3, LA.A.2.4.1,  
LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5
- 03.17 **Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.**  
LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4,  
LA.C.3.4.3, MA.A.4.4.1
- 03.18 **Identify types of technology/equipment used in the workplace.** LA.B.2.4.4
- 03.19 **Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames.** LA.A.1.4.3, LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5
- 04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
  - 04.01 **Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.**  
MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3,  
MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 04.02 **Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals.** MA.A.1.4.1,  
MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
  - 04.03 **Interpret quantitative information from tables, charts, and graphs as related to the workplace.** LA.A.1.4.3, MA.A.1.4.1,

- MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.04 **Demonstrate ability to make change correctly.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.B.3.4.1
- 04.05 **Calculate tax, gratuity, commission, and miscellaneous charges.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
- 04.06 **Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.** MA.E.1.4.1
- 04.07 **Collect and analyze sales information to determine stock turnover and stock-sales ratio.** MA.E.1.4.1, MA.B.1.4.3
- 04.08 **Apply standard industry formula to determine markup and markdown on merchandise.** MA.A.5.4.1
- 04.09 **Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.** MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 **Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.** MA.E.1.4.1
- 04.11 **Identify components of a break-even analysis.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.12 **Compute and analyze a break-even point.**
- 04.13 **Operate 10-key keypad.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.14 **Read and interpret a lease agreement.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 **Read and interpret a contract for purchase of real estate.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 **Read and complete an application for a bank loan.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 **Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes.** MA.B.1.4.1, MA.B.1.4.3
- 04.18 **Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan.** MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1
- 05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:
- 05.01 **Explain concept of economics and economic activities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.02 **Explain concept of economic goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.03 **Explain concept of economic resources.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1

- 05.04 **Explain concept of utility (form, place, time, possession, information).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.05 **Explain concept of "supply and demand."** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.2
- 05.06 **Explain concept of price.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.07 **Identify, compare, and contrast major types of economic systems.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1, SS.D.2.4.6
- 05.08 **Explain relationship between government and business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 05.09 **Explain concept of private enterprise and business ownership.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.10 **Explain role of profit motive.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.11 **Explain concept of risk.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.12 **Explain concept of competition.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.13 **Explain concept of productivity.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.14 **Identify components of gross national product (GNP) and gross domestic product (GDP).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.15 **Explain function of the Federal Reserve Board.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:
- 06.01 **Define marketing and its role.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,

- LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.02 **Explain purpose of marketing in the free enterprise system.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 06.03 **Identify and explain the four foundations of marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.04 **Identify and explain differences between indirect and direct marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.05 **Identify and explain the functions of and differences between marketing and merchandising.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.06 **Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.07 **Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.08 **Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.09 **Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.7
- 06.10 **Explain concept of marketing strategies.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.11 **Explain concept of market segmentation and demographics.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.12 **Explain importance and techniques of offering the right merchandising blend.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.13 **Explain nature of channels of distribution.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 06.14 **Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.15 **Explain factors affecting pricing decisions.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.16 **Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.17 **Discuss role e-commerce will play in the marketing of goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.18 **Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.19 **Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.3
- 07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:
- 07.01 **Explain purpose, principles, and importance of selling.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.02 **Identify qualities of a professional sales associate.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.03 **Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.04 **Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.**

- 07.05 **Discuss importance of meeting specialized sales needs.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.06 **Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.**
- 07.07 **Discuss reasons for maintaining a client file.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5

27.0 DISCUSS THE HISTORY OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:

- 27.01 **Describe the theories of the origin of sport, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.02 **Describe the influences of historical events on American and global sports, recreation, and entertainment.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5
- 27.03 **Explain economic, demographic, social, and political influences on sports, recreation, and entertainment.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.04 **Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.05 **Discuss the stages and length of the sport, recreation, and entertainment cycle.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.06 **Discuss impact of technology on the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.07 **Discuss the influence of electronic media on the sport, recreation, and entertainment industry.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5
- 27.08 **Discuss the growth and trends in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5

28.0 DISCUSS SPORT, RECREATION, AND ENTERTAINMENT MARKETING AS AN INDUSTRY--The student will be able to:

- 28.01 **Define sport, recreation, and entertainment marketing.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.02 **Identify relationship between:**
- Fans/Audience
  - Team/Players/Event/Property
  - Corporate partners/Sponsors
- on a sport, recreation, and/or entertainment event.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.03 **Discuss the role of marketing as it applies to sports, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.04 **Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.05 **Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.**
- 28.06 **Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.07 **Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.08 **Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.09 **Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.**
- 08.0 SELECT A SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:
- 08.01 **Identify current employment opportunities in the sport, recreation, and entertainment marketing field.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 08.02 **Identify sources of information for career planning including the Internet.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,

- LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 08.03 **Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field.** LA.B.2.4.4
- 08.04 **Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 08.05 **Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career.** LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 08.06 **Complete self-assessments and analysis of life-style goals and career aspirations.** LA.A.1.4.4, LA.B.2.4.3
- 08.07 **Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field.** LA.A.2.4.4, LA.A.2.4.6
- 08.08 **Write a job description for a selected sport, recreation, and entertainment marketing occupation.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 9.0 **DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY**--The student will be able to:
- 09.01 **Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.02 **Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.03 **Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.04 **Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs).** LA.A.2.4.4, LA.A.2.4.6
- 09.05 **Demonstrate skills required for sport, recreation, and entertainment materials and service management.**
- 09.06 **Analyze information related to routing and tracking sport, recreation, and entertainment merchandise.** LA.A.2.4.7, LA.A.2.4.8
- 09.07 **Explain relationship between sport, recreation, and**



**entertainment customer service and distribution.**

LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 10.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 10.01 **Explain financial concepts used in making sport, recreation, and entertainment marketing decisions.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.02 **Explain concept of financial administration.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.03 **Explain difference between income (credit) and expense (debit).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.04 **Describe and prepare a cash-flow statement.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.05 **Identify various types of credit policies and procedures.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.06 **Explain purposes and importance of credit.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.07 **Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations.** LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.2, MA.A.4.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 10.08 **Compare and contrast the use of different credit applications.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 10.09 **Discuss industry concepts of price, profit, competition, and productivity.** LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.E.1.4.1, MA.E.1.4.2
- 10.10 **Identify and explain the components of a budget for a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

11.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:

- 11.01 **Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.02 **Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.03 **Explain importance of customer satisfaction to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.04 **Explain importance of product and service technology as it relates to customer satisfaction.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 11.05 **Identify sources of sport, recreation, and entertainment product knowledge.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.06 **Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.07 **Explain product and service quality as applicable grades and industry standards.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.08 **Discuss product-liability risks.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.09 **Explain warranties and guarantees.** LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.10 **Develop a product/service plan for an area of sport, recreation, and entertainment marketing.**
- 11.11 **Describe factors used by marketers to position products/business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.12 **Identify stages of and discuss impact of product life cycle.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 11.13 Explain importance of concessions on sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.0 DEMONSTRATE APPLICATIONS OF MARKETING-INFORMATION MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 12.01 **Explain process of marketing-information management.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.02 **Explain nature and scope of sport, recreation, and entertainment marketing operations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.03 **Demonstrate knowledge of inventory control systems and shipping and receiving procedures.**
- 12.04 **Identify procedures for gathering information using technology.** LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.05 **Utilize appropriate marketing information management forms.**  
LA.B.1.4.3, LA.B.2.4.4
- 13.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 13.01 **Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 13.02 **Explain pricing objectives, policies, and strategies.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 13.03 **Explain price-marking techniques.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4
- 13.04 **Explain procedures for changing prices.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4
- 13.05 **Demonstrate decision-making skills required for determining pricing relative to the competition.** LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3

- 13.06 **Demonstrate problem-solving skills required when considering profit and price.** LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 14.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 14.01 **Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 14.02 **Identify types of promotion used in the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 14.03 **Discuss importance of advertising media and branding.** LA.A.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 14.04 **Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.5
- 14.05 **Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 14.06 **Explain the impact on and uses of the Internet and Intranet in marketing sport, recreation, and entertainment products and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 14.07 **Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 14.08 **Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale.** LA.B.1.4.1
- 14.09 **Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.** LA.B.1.4.1
- 14.10 **Write a promotional message to appeal to a target market.** LA.A.1.4.3, LA.B.1.4.1, LA.A.2.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 14.11 **Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2
- 14.12 **Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry.**

LA.C.3.4.4

**14.13 Design a web site for the sport, recreation, and entertainment marketing program. LA.B.2.4.4**

**15.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:**

**15.01 Explain relationship between stock turnover and purchasing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**15.02 Demonstrate proper purchasing procedures.**

**15.03 Explain types of purchasing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**15.04 Demonstrate the techniques used to obtain the best terms when negotiating a purchase.** LA.C.3.4.4

**15.05 Demonstrate use of forms required for purchasing.** LA.B.1.4.2, LA.B.1.4.3

**15.06 Evaluate merchandise or services using industry standards or company assessments.** LA.A.2.4.7, LA.A.2.4.8

**16.0 DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:**

**16.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**16.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**16.03 Describe actions that various agencies take to prevent accidents on the job.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**16.04 Demonstrate understanding of environmental problems that impact health and safety.** LA.C.3.4.4

**16.05 Explain procedures for handling and reporting accidents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**16.06 Identify components of an effective security plan for a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**17.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:**

**17.01 Analyze demographics and identify target market.**

- 17.02 **Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.03 **Describe the appropriate relationship between buyer and seller.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.2
- 17.04 **Demonstrate sales knowledge of industry, company, products, and competition.** LA.C.3.4.2
- 17.05 **Analyze potential prospects and customer buying behavior.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.06 **Analyze importance of communication and listening in creating a positive buying climate.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.07 **Identify sales techniques to aid customers/clients in making buying decisions.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.08 **Prepare a list of skills necessary to maintain sales accounts including group sales.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 17.09 **Describe types of sales quotas and reasons for their use.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.10 **Create a sales presentation using presentation software.** LA.B.2.4.4, LA.C.3.4.4
- 17.11 **Identify strategies to build and maintain a clientele.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 18.01 **Define "entrepreneurship."** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 18.02 **Discuss role of the entrepreneur in the domestic and global economy.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.1, SS.D.2.4.6
- 18.03 **Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,

- LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.04 **Identify economic principles of entrepreneurship.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.6
- 18.05 **Discuss the four parts of a business (production, finance, marketing, customer service).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 18.06 **Analyze current entrepreneurial trends in the marketplace.** LA.A.2.4.6, LA.A.2.4.8, SS.D.2.4.6
- 18.07 **Discuss importance of ethics in business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.08 **Identify strategies and methods for generating a business idea.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.09 **Outline steps in planning a new business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.10 **Identify types and sources of government regulations and taxation that may affect a business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.11 **Identify communication and technology skills used in entrepreneurship.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 19.0 IDENTIFY THE USE OF COMPUTERS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 19.01 **Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4, LA.D.2.4.5
- 19.02 **Utilize word processing software to create a career/industry related document.** LA.B.2.4.4
- 19.03 **Perform data entry procedures (e.g., payroll, inventory control).** LA.B.2.4.4
- 19.04 **Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.** LA.B.2.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.05 **Demonstrate marketing spreadsheet data entry and output procedures.** LA.C.3.4.3, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.06 **Utilize spreadsheet software to enhance decision-making skills.** LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3

- 19.07 **Utilize integrated software programs to generate marketing reports and solve marketing problems.** LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.08 **Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 29.0 EXPLAIN AND DISCUSS LICENSING, SPONSORSHIPS, AND ENDORSEMENTS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 29.01 **Explain the licensing industry and process.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.02 **Define and describe copyright and trademark laws.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.03 **Differentiate between licensing, sponsorship, and endorsements.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.04 **Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.05 **Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.06 **Define exclusivity as a part of licensing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.07 **Describe sponsorship criteria.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.08 **Research methods of obtaining event sponsorships or private support.**
- 29.09 **Evaluate use of sport as a venue for promotional licensing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.10 **Explain impact of entertainment figures and endorsements on sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.11 **Research the effect of endorsements on sport, recreation, and entertainment sales.**



- 29.12 Explain importance of on-site merchandising to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.13 Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.0 DEMONSTRATE AN UNDERSTANDING OF THE IMPACT OF THE MEDIA ON SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 30.01 **Research the impact of the media on sport, recreation, and entertainment marketing.**
- 30.02 **Identify the different media that have increased the popularity of sport, recreation, and entertainment venues.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.03 **Research the conflict between the media's ownership of sport businesses and the reporting of the news.**
- 30.04 **Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.05 **Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.**
- 31.0 DISCUSS THE IMPORTANCE OF PUBLIC RELATIONS AND PUBLICITY TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 31.01 **Define and explain the differences between public relations and publicity.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 31.02 **Compare and contrast internal and external public relations.**
- 31.03 **Construct letters to the media concerning a sport, recreation, and/or entertainment event.**
- 31.04 **Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.**
- 31.05 **Create a database of potential contacts for a sport, recreation, and/or entertainment event.**
- 31.06 **Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.**
- 31.07 **Explain the role of public relations and publicity in creating an advantage through association and exclusivity.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**OCCUPATIONAL COMPLETION POINT - DATA CODE B**

FIRST LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS, SPORT, RECREATION, AND ENTERTAINMENT - OES Code 41002

**20.0 APPLY ECONOMIC PRINCIPLES TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:**

- 20.01 Examine role of the profit motive in the marketing of sports, recreation, and entertainment.** LA.C.3.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1
- 20.02 Explain role of sport, recreation, and entertainment marketing in the free enterprise system.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 20.03 Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles.** LA.A.2.4.8, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1
- 20.04 Analyze relationship between economics and the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 20.05 Describe the economic growth of the sport, recreation, and entertainment industry, including its various contributions to the Gross National Product (GNP).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 20.06 Analyze economic impact of sport, recreation, and entertainment programs on local, state, national, and international economies.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 20.07 Describe revenue sources for financing sport, recreation, and entertainment projects.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 20.08 Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).**
- 20.09 Explain the interdependence between:**
- Fans/Audience
  - Team/Players/Event/Property
  - Corporate partners/Sponsors
- on a successful sport, recreation, and/or entertainment event. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,

LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

21.0 EXPLAIN THE BUSINESS STRUCTURE OF THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:

- 21.01 **Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 21.02 **Assess role of electronic commerce in sport, recreation, and/or entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 21.03 **Define national trade and international trade in terms of sport, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

22.0 DESCRIBE LEGAL AND ETHICAL ASPECTS OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:

- 22.01 **Explain the term liability.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.02 **Explain the term contract.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.03 **Identify essential elements of contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.04 **Describe basic sport, recreation, and entertainment contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.05 **Explain expressed, implied, unilateral, and bilateral contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.06 **Explain importance of liability insurance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.07 **Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 22.08 **Identify professional ethical issues related to sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.09 **Examine social responsibility and its relation to sport, recreation, and entertainment marketing.**
- 23.0 EXPLAIN METHODS OF DEALING WITH AGENTS, PERSONAL MANAGERS, AND LABOR UNIONS--The student will be able to:
- 23.01 **Explain differences between an agent and a personal manager.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.02 **Explain financial compensation options for agents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 23.03 **Identify the factors involved in selecting an agent and a personal manager.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.04 **Identify agent's role in prenegotiations and endorsement contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.05 **Examine the role of unions in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.06 **Identify unions relevant to sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 24.0 APPLY MARKET RESEARCH TO DETERMINE VIABILITY OF PROPOSED SPORT, RECREATION, AND ENTERTAINMENT PROJECT OR EVENT--The student will be able to:
- 24.01 **Describe the steps for developing a market research project.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 24.02 **Develop a market research project.**
- 25.0 DESIGN, PLAN, EXECUTE, AND EVALUATE AN EVENT--The student will be able to:
- 25.01 **Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 25.02 **Define event marketing and explain its objectives.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 25.03 **Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.**
- 25.04 **Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 25.05 **Create a work plan that identifies necessary human and financial resources.**
- 25.06 **Formulate a budget for an event.** MA.A.1.4.3, MA.A.2.4.2,  
 MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1,  
 MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 25.07 **Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).**
- 25.08 **Create an operational timeline of a sport, recreation, and/or entertainment event.**
- 25.09 **Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.**
- 25.10 **Implement a sport, recreation, and/or entertainment event.**
- 25.11 **Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.**
- 25.12 **Develop follow-up activities to recognize/thank participants.**
- 26.0 DEVELOP A CAREER PLAN FOR A SPORT, RECREATION, AND ENTERTAINMENT MARKETING CAREER--The student will be able to:
- 26.01 **Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.**
- 26.02 **Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.03 **Identify barriers to employment and strategies to overcome them.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,  
 LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
 LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.04 **Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.05 **Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.** LA.A.2.4.4, LA.A.2.4.6
- 26.06 **Demonstrate how specific technology applications (i.e., Internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry.**

- LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6
- 26.07 Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field. LA.A.2.4.7, LA.A.2.4.8**
- 26.08 Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio. LA.B.1.4.1, LA.B.1.4.2**
- 26.09 Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.**

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

Course Number: 8827410  
Course Title: Sport, Recreation, and Entertainment Essentials  
Course Credit: 1

**COURSE DESCRIPTION:**

The purpose of this course is to develop the competencies essential to sport, recreation, and entertainment marketing. These competencies include employability, human relations, communication, math, and economic skills. The fundamentals of sport, recreation, and entertainment marketing and selling are also included. There is not an occupational completion point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 **Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
- 01.02 **Discuss importance of drug tests and criminal background checks in identifying possible employment options.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
- 01.03 **Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
- 01.04 **Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
- 01.05 **Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2

- 01.06 **Identify and demonstrate appropriate dress and grooming for employment.** LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3  
SC.H.3.4.3
- 01.07 **Identify and demonstrate effective interviewing skills (e.g., behavioral).** LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3
- 01.08 **Describe methods for handling illegal interview and application questions.** LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, SC.H.3.4.1, SS.A.5.4.7
- 01.09 **Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4
- 01.10 **Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.11 **Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 **Describe importance of producing quality work and meeting performance standards.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2
- 01.13 **Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6
- 01.14 **Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,



- LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2
- 01.15 **Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.16 **Identify how to prepare for job separation and re-employment.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5
- 01.17 **Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6
- 01.18 **Identify and practice stress management and relaxation techniques.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 **Discuss importance of practicing positive customer service skills.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING OCCUPATIONS--The student will be able to:
- 02.01 **Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.** LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 **Define and discuss issues involving gender equity, disability, and age.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 **Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).** LA.C.1.4.3
- 02.04 **Identify and define friendliness, adaptability, empathy, and politeness as relates to business.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 **Explain concepts of integrity, credibility, reliability, and perseverance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 02.06 **Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).**
  - 02.07 **Maintain professional personal appearance and attitude.**
  - 02.08 **Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.**  
LA.A.2.4.7, LA.A.2.4.8
  - 02.09 **Demonstrate self-management, initiative, and multi-tasking.**
  - 02.10 **Explain concepts of self-understanding, self-esteem, and self-image.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 02.11 **Demonstrate professional behavior and etiquette.** LA.D.1.4.2
  - 02.12 **Demonstrate respect for the opinions, customs, and individual differences of others.** LA.D.1.4.2, LA.D.1.4.3
  - 02.13 **Set personal and career goals and develop a plan of action to achieve those goals.** LA.B.2.4.2, LA.A.2.4.4
  - 02.14 **Identify areas where personal and professional change and adjustment may be necessary.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 02.15 **Demonstrate ability to offer and accept feedback.**  
LA.C.3.4.2
  - 02.16 **Identify and practice stress management and relaxation techniques.**
  - 02.17 **Maintain confidentiality of business matters.**
  - 02.18 **Support and follow company policies and procedures (e.g., attendance, tardiness, returns).**
  - 02.19 **Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.** LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 **DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS**--The student will be able to:
- 03.01 **Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.02 **Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.03 **Demonstrate ability to read and comprehend written communications.**
  - 03.04 **Identify a variety of forms of written business communications utilized in the workplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.05 **Prepare a business letter, memorandum, fax, and e-mail.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
  - 03.06 **Demonstrate ability to speak effectively to customers/**

- clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.07 **Discuss importance of developing networking skills to expand business contacts.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.08 **Prepare and deliver a business-related presentation.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 **Demonstrate active listening strategies that improve understanding and performance.** LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
- 03.10 **Describe positive customer relations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.11 **Demonstrate conflict and dispute resolution techniques.** LA.A.1.4.3, LA.E.2.4.1
- 03.12 **Identify means of nonverbal communication.** LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2
- 03.13 **Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.** LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
- 03.14 **Discuss methods of resolving customer complaints.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
- 03.15 **Interpret business policies to customers/clients.** LA.A.2.4.7, LA.A.2.4.8
- 03.16 **Discuss importance of providing clear directions, descriptions, and explanations.** LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.17 **Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.** LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.18 **Identify types of technology/equipment used in the workplace.** LA.B.2.4.4
- 03.19 **Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 04.01 **Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3

- 04.02 **Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
- 04.03 **Interpret quantitative information from tables, charts, and graphs as related to the workplace.** LA.A.1.4.3, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.04 **Demonstrate ability to make change correctly.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.B.3.4.1
- 04.05 **Calculate tax, gratuity, commission, and miscellaneous charges.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
- 04.06 **Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.** MA.E.1.4.1
- 04.07 **Collect and analyze sales information to determine stock turnover and stock-sales ratio.** MA.E.1.4.1, MA.B.1.4.3
- 04.08 **Apply standard industry formula to determine markup and markdown on merchandise.** MA.A.5.4.1
- 04.09 **Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.** MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 **Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.** MA.E.1.4.1
- 04.11 **Identify components of a break-even analysis.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.12 **Compute and analyze a break-even point.**
- 04.13 **Operate 10-key keypad.** MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.14 **Read and interpret a lease agreement.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 **Read and interpret a contract for purchase of real estate.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 **Read and complete an application for a bank loan.** LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 **Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes.** MA.B.1.4.1, MA.B.1.4.3
- 04.18 **Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan.** MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1
- 05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:
- 05.01 **Explain concept of economics and economic activities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5

- 05.02 **Explain concept of economic goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.03 **Explain concept of economic resources.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.03 **Explain concept of economics and economic activities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.04 **Explain concept of utility (form, place, time, possession, information).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.05 **Explain concept of "supply and demand."** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.2
- 05.06 **Explain concept of price.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.07 **Identify, compare, and contrast major types of economic systems.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1, SS.D.2.4.6
- 05.08 **Explain relationship between government and business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 05.09 **Explain concept of private enterprise and business ownership.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.10 **Explain role of profit motive.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.11 **Explain concept of risk.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.12 **Explain concept of competition.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.13 **Explain concept of productivity.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.14 **Identify components of gross national product (GNP) and gross domestic product (GDP).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,

LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5, SS.D.2.4.5

05.15 **Explain function of the Federal Reserve Board.** LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5, SS.D.2.4.5

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

06.01 **Define marketing and its role.** LA.A.1.4.3, LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5

06.02 **Explain purpose of marketing in the free enterprise system.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4

06.03 **Identify and explain the four foundations of marketing.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

06.04 **Identify and explain differences between indirect and direct marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,  
LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

06.05 **Identify and explain the functions of and differences between marketing and merchandising.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5

06.06 **Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

06.07 **Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.).** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5

06.08 **Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

06.09 **Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).** LA.A.1.4.3, LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5, LA.E.2.4.7

06.10 **Explain concept of marketing strategies.** LA.A.1.4.3,  
LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5

- 06.11 **Explain concept of market segmentation and demographics.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.12 **Explain importance and techniques of offering the right merchandising blend.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
 LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
 LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.13 **Explain nature of channels of distribution.** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5
- 06.14 **Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,  
 LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
 LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.15 **Explain factors affecting pricing decisions.** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5
- 06.16 **Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5
- 06.17 **Discuss role e-commerce will play in the marketing of goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
 LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
 LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.18 **Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.** LA.A.1.4.3, LA.B.1.4.1,  
 LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
 LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
 LA.C.3.4.5
- 06.19 **Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2,  
 LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4,  
 LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5,  
 SS.D.2.4.3
- 07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:
- 07.01 **Explain purpose, principles, and importance of selling.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.02 **Identify qualities of a professional sales associate.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 07.03 **Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.04 **Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.**
- 07.05 **Discuss importance of meeting specialized sales needs.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.06 **Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.**
- 07.07 **Discuss reasons for maintaining a client file.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.0 DISCUSS THE HISTORY OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 27.01 **Describe the theories of the origin of sport, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.02 **Describe the influences of historical events on American and global sports, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.03 **Explain economic, demographic, social, and political influences on sports, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.04 **Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.05 **Discuss the stages and length of the sport, recreation, and entertainment cycle.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.06 **Discuss impact of technology on the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.07 **Discuss the influence of electronic media on the sport,**



- recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 27.08 **Discuss the growth and trends in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.0 DISCUSS SPORT, RECREATION, AND ENTERTAINMENT MARKETING AS AN INDUSTRY--The student will be able to:
- 28.01 **Define sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.02 **Identify relationship between:**
- **Fans/Audience**
  - **Team/Players/Event/Property**
  - **Corporate partners/Sponsors**
- on a sport, recreation, and/or entertainment event.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.03 **Discuss the role of marketing as it applies to sports, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.04 **Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.05 **Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.**
- 28.06 **Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.07 **Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.08 **Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 28.09 **Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.**



**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

Course Number: 8827420  
 Course Title: Sport, Recreation, and Entertainment  
 Applications  
 Course Credit: 1

**COURSE DESCRIPTION:**

This course is designed to provide students with an in-depth study of sport, recreation, and entertainment marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of sport, recreation, and entertainment marketing occupations. After successful completion of the core (Sport, Recreation, and Entertainment Essentials and Sport, Recreation, and Entertainment Applications), students will have met **Occupational Completion Point, Data Code A, Salesperson, Retail, Sport, Recreation, and Entertainment - OES 49011.**

- 08.0 SELECT A SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:
- 08.01 **Identify current employment opportunities in the sport, recreation, and entertainment marketing field.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 08.02 **Identify sources of information for career planning including the Internet.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 08.03 **Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field.** LA.B.2.4.4
  - 08.04 **Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 08.05 **Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career.** LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 08.06 **Complete self-assessments and analysis of life-style goals and career aspirations.** LA.A.1.4.4, LA.B.2.4.3
  - 08.07 **Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field.** LA.A.2.4.4, LA.A.2.4.6
  - 08.08 **Write a job description for a selected sport, recreation, and entertainment marketing occupation.** LA.A.1.4.3,

LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4

9.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SPORT, RECREATION,  
AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:

- 09.01 **Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.02 **Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.03 **Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 09.04 **Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs).** LA.A.2.4.4, LA.A.2.4.6
- 09.05 **Demonstrate skills required for sport, recreation, and entertainment materials and service management.**
- 09.06 **Analyze information related to routing and tracking sport, recreation, and entertainment merchandise.** LA.A.2.4.7, LA.A.2.4.8
- 09.07 **Explain relationship between sport, recreation, and entertainment customer service and distribution.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

10.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED SPORT,  
RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:

- 10.01 **Explain financial concepts used in making sport, recreation, and entertainment marketing decisions.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 10.02 **Explain concept of financial administration.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.03 **Explain difference between income (credit) and expense (debit).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.04 **Describe and prepare a cash-flow statement.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 10.05 **Identify various types of credit policies and procedures.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.06 **Explain purposes and importance of credit.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 10.07 **Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations.** LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.2, MA.A.4.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 10.08 **Compare and contrast the use of different credit applications.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 10.09 **Discuss industry concepts of price, profit, competition, and productivity.** LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.E.1.4.1, MA.E.1.4.2
- 10.10 **Identify and explain the components of a budget for a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 11.01 **Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.02 **Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.03 **Explain importance of customer satisfaction to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.04 **Explain importance of product and service technology as it relates to customer satisfaction.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 11.05 **Identify sources of sport, recreation, and entertainment**

- product knowledge.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.06 **Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.07 **Explain product and service quality as applicable grades and industry standards.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.08 **Discuss product-liability risks.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.09 **Explain warranties and guarantees.** LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.10 **Develop a product/service plan for an area of sport, recreation, and entertainment marketing.**
- 11.11 **Describe factors used by marketers to position products/business.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.12 **Identify stages of and discuss impact of product life cycle.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 11.13 **Explain importance of concessions on sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.0 DEMONSTRATE APPLICATIONS OF MARKETING-INFORMATION MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 12.01 **Explain process of marketing-information management.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.02 **Explain nature and scope of sport, recreation, and entertainment marketing operations.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.03 **Demonstrate knowledge of inventory control systems and shipping and receiving procedures.**
- 12.04 **Identify procedures for gathering information using technology.** LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 12.05 **Utilize appropriate marketing information management forms.**

LA.B.1.4.3, LA.B.2.4.4

- 13.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 13.01 **Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 13.02 **Explain pricing objectives, policies, and strategies.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 13.03 **Explain price-marking techniques.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4
  - 13.04 **Explain procedures for changing prices.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4
  - 13.05 **Demonstrate decision-making skills required for determining pricing relative to the competition.** LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 13.06 **Demonstrate problem-solving skills required when considering profit and price.** LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 14.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 14.01 **Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 14.02 **Identify types of promotion used in the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 14.03 **Discuss importance of advertising media and branding.** LA.A.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 14.04 **Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.5
  - 14.05 **Explain how trademarks/logos are used to create awareness/**

- branding of an organization in the sport, recreation, and entertainment industry. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 14.06 **Explain the impact on and uses of the Internet and Intranet in marketing sport, recreation, and entertainment products and services.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 14.07 **Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 14.08 **Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale.** LA.B.1.4.1
- 14.09 **Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.** LA.B.1.4.1
- 14.10 **Write a promotional message to appeal to a target market.** LA.A.1.4.3, LA.B.1.4.1, LA.A.2.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 14.11 **Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization.** LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2
- 14.12 **Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry.** LA.C.3.4.4
- 14.13 **Design a web site for the sport, recreation, and entertainment marketing program.** LA.B.2.4.4
- 15.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 15.01 **Explain relationship between stock turnover and purchasing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 15.02 **Demonstrate proper purchasing procedures.**
- 15.03 **Explain types of purchasing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 15.04 **Demonstrate the techniques used to obtain the best terms when negotiating a purchase.** LA.C.3.4.4
- 15.05 **Demonstrate use of forms required for purchasing.** LA.B.1.4.2, LA.B.1.4.3
- 15.06 **Evaluate merchandise or services using industry standards or company assessments.** LA.A.2.4.7, LA.A.2.4.8
- 16.0 DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 16.01 **Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.** LA.A.1.4.3,



- LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 16.02 **List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 16.03 **Describe actions that various agencies take to prevent accidents on the job.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 16.04 **Demonstrate understanding of environmental problems that impact health and safety.** LA.C.3.4.4
- 16.05 **Explain procedures for handling and reporting accidents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 16.06 **Identify components of an effective security plan for a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 17.01 **Analyze demographics and identify target market.**
- 17.02 **Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.03 **Describe the appropriate relationship between buyer and seller.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.
- 17.04 **Demonstrate sales knowledge of industry, company, products, and competition.** LA.C.3.4.2
- 17.05 **Analyze potential prospects and customer buying behavior.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.06 **Analyze importance of communication and listening in creating a positive buying climate.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.07 **Identify sales techniques to aid customers/clients in making buying decisions.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.08 **Prepare a list of skills necessary to maintain sales accounts including group sales.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4

- 17.09 **Describe types of sales quotas and reasons for their use.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 17.10 **Create a sales presentation using presentation software.**  
 LA.B.2.4.4, LA.C.3.4.4
- 17.11 **Identify strategies to build and maintain a clientele.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 18.01 **Define "entrepreneurship."** LA.A.1.4.3, LA.B.1.4.1,  
 LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
 LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
 LA.C.3.4.5, SS.D.2.4.5
- 18.02 **Discuss role of the entrepreneur in the domestic and global economy.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,  
 LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
 LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.1,  
 SS.D.2.4.6
- 18.03 **Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur).** LA.A.1.4.3, LA.B.1.4.1,  
 LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
 LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
 LA.C.3.4.5
- 18.04 **Identify economic principles of entrepreneurship.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
 LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
 LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.6
- 18.05 **Discuss the four parts of a business (production, finance, marketing, customer service).** LA.A.1.4.3, LA.B.1.4.1,  
 LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
 LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
 LA.C.3.4.5, SS.D.1.4.1
- 18.06 **Analyze current entrepreneurial trends in the marketplace.**  
 LA.A.2.4.6, LA.A.2.4.8, SS.D.2.4.6
- 18.07 **Discuss importance of ethics in business.** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5
- 18.08 **Identify strategies and methods for generating a business idea.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3,  
 LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,  
 LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 18.09 **Outline steps in planning a new business.** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5
- 18.10 **Identify types and sources of government regulations and taxation that may affect a business.** LA.A.1.4.3,  
 LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
 LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
 LA.C.3.4.4, LA.C.3.4.5

- 18.11 **Identify communication and technology skills used in entrepreneurship.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 19.0 IDENTIFY THE USE OF COMPUTERS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 19.01 **Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4, LA.D.2.4.5
- 19.02 **Utilize word processing software to create a career/industry related document.** LA.B.2.4.4
- 19.03 **Perform data entry procedures (e.g., payroll, inventory control).** LA.B.2.4.4
- 19.04 **Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.** LA.B.2.4.4, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.05 **Demonstrate marketing spreadsheet data entry and output procedures.** LA.C.3.4.3, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.06 **Utilize spreadsheet software to enhance decision-making skills.** LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.07 **Utilize integrated software programs to generate marketing reports and solve marketing problems.** LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 19.08 **Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4
- 29.0 EXPLAIN AND DISCUSS LICENSING, SPONSORSHIPS, AND ENDORSEMENTS IN SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 29.01 **Explain the licensing industry and process.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.02 **Define and describe copyright and trademark laws.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.03 **Differentiate between licensing, sponsorship, and endorsements.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.04 **Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 29.05 **Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.06 **Define exclusivity as a part of licensing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.07 **Describe sponsorship criteria.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.08 **Research methods of obtaining event sponsorships or private support.**
- 29.09 **Evaluate use of sport as a venue for promotional licensing.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.10 **Explain impact of entertainment figures and endorsements on sport, recreation, and/or entertainment marketing.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.11 **Research the effect of endorsements on sport, recreation, and/or entertainment sales.**
- 29.12 **Explain importance of on-site merchandising to the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 29.13 **Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.0 **DEMONSTRATE AN UNDERSTANDING OF THE IMPACT OF THE MEDIA ON SPORT, RECREATION, AND ENTERTAINMENT MARKETING**--The student will be able to:
- 30.01 **Research the impact of the media on sport, recreation, and entertainment marketing.**
- 30.02 **Identify the different media that have increased the popularity of sport, recreation, and entertainment venues.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.03 **Research the conflict between the media's ownership of sport businesses and the reporting of the news.**
- 30.04 **Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses.**  
 LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 30.05 **Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.**

- 31.0 DISCUSS THE IMPORTANCE OF PUBLIC RELATIONS AND PUBLICITY TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 31.01 **Define and explain the differences between public relations and publicity.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 31.02 **Compare and contrast internal and external public relations.**
  - 31.03 **Construct letters to the media concerning a sport, Recreation, and/or entertainment event.**
  - 31.04 **Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.**
  - 31.05 **Create a database of potential contacts for a sport, recreation, and/or entertainment event.**
  - 31.06 **Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.**
  - 31.07 **Explain the role of public relations and publicity in creating an advantage through association and exclusivity.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

Course Number: 8827430  
 Course Title: Sport, Recreation, and Entertainment Marketing  
 Management  
 Course Credit: 1

**COURSE DESCRIPTION:**

This course provides instruction for career sustaining level employment in the sport, recreation, and entertainment industry. The content includes applied skills related to the sport, recreation, and entertainment marketing functions and industries including employment skills required for success in sport, recreation, and entertainment and career planning as related to the sport, recreation, and entertainment industry. After successful completion of the core (Sport, Recreation, and Entertainment Essentials and Sport, Recreation, and Entertainment Applications) and Sport, Recreation, and Entertainment Marketing Management, students will have met **Occupational Completion Point, Data Code B, First Line Supervisors and Manager/Supervisors, Sales and Related Workers, Sport, Recreation, and Entertainment - OES 41002.**

- 20.0 APPLY ECONOMIC PRINCIPLES TO SPORT, RECREATION, AND ENTERTAINMENT MARKETING--The student will be able to:
- 20.01 **Examine role of the profit motive in the marketing of sports, recreation, and entertainment.** LA.C.3.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1
  - 20.02 **Explain role of sport, recreation, and entertainment marketing in the free enterprise system.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
  - 20.03 **Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles.** LA.A.2.4.8, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3, SS.D.1.4.1
  - 20.04 **Analyze relationship between economics and the sport, recreation, and entertainment industry.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 20.05 **Describe the economic growth of the sport, recreation, and Entertainment industry, including its various contributions to the Gross National Product (GNP).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 20.06 **Analyze economic impact of sport, recreation, and**

- entertainment programs on local, state, national, and international economies. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 20.07 **Describe revenue sources for financing sport, recreation, and entertainment projects.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 20.08 **Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).**
- 20.09 **Explain the interdependence between:**
- **Fans/Audience**
  - **Team/Players/Event/Property**
  - **Corporate partners/Sponsors**
- on a successful sport, recreation, and/or entertainment event.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 21.0 EXPLAIN THE BUSINESS STRUCTURE OF THE SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 21.01 **Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 21.02 **Assess role of electronic commerce in sport, recreation, and/or entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 21.03 **Define national trade and international trade in terms of sport, recreation, and entertainment.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.0 DESCRIBE LEGAL AND ETHICAL ASPECTS OF SPORT, RECREATION, AND ENTERTAINMENT MARKETING INDUSTRY--The student will be able to:
- 22.01 **Explain the term liability.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.02 **Explain the term contract.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 22.03 **Identify essential elements of contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.04 **Describe basic sport, recreation, and entertainment contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 22.05 **Explain expressed, implied, unilateral, and bilateral contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.06 **Explain importance of liability insurance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.07 **Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.08 **Identify professional ethical issues related to sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 22.09 **Examine social responsibility and its relation to sport, recreation, and entertainment marketing.**
- 23.0 EXPLAIN METHODS OF DEALING WITH AGENTS, PERSONAL MANAGERS, AND LABOR UNIONS--The student will be able to:
- 23.01 **Explain differences between an agent and a personal manager.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.02 **Explain financial compensation options for agents.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1, MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 23.03 **Identify the factors involved in selecting an agent and a personal manager.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.04 **Identify agent's role in prenegotiations and endorsement contracts.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.05 **Examine the role of unions in sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 23.06 **Identify unions relevant to sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,



LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5

- 24.0 APPLY MARKET RESEARCH TO DETERMINE VIABILITY OF PROPOSED SPORT, RECREATION, AND ENTERTAINMENT PROJECT OR EVENT--The student will
- 24.01 **Describe the steps for developing a market research project.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 24.02 **Develop a market research project.**
- 25.0 DESIGN, PLAN, EXECUTE, AND EVALUATE AN EVENT--The student will be able to:
- 25.01 **Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.).**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 25.02 **Define event marketing and explain its objectives.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2,  
LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 25.03 **Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.**
- 25.04 **Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,  
LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 25.05 **Create a work plan that identifies necessary human and financial resources.**
- 25.06 **Formulate a budget for an event.** MA.A.1.4.3, MA.A.2.4.2,  
MA.A.3.4.1, MA.A.4.4.1, MA.A.5.4.1, MA.B.2.4.2, MA.B.3.4.1,  
MA.B.4.4.2, MA.E.1.4.1, MA.E.1.4.3
- 25.07 **Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).**
- 25.08 **Create an operational timeline of a sport, recreation, and/or entertainment event.**
- 25.09 **Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.**
- 25.10 **Implement a sport, recreation, and/or entertainment event.**
- 25.11 **Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.**
- 25.12 **Develop follow-up activities to recognize/thank participants.**
- 26.0 DEVELOP A CAREER PLAN FOR A SPORT, RECREATION, AND ENTERTAINMENT MARKETING CAREER--The student will be able to:
- 26.01 **Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.**
- 26.02 **Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs.**  
LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,

- LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.03 **Identify barriers to employment and strategies to overcome them.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.04 **Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 26.05 **Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.** LA.A.2.4.4, LA.A.2.4.6
- 26.06 **Demonstrate how specific technology applications (i.e., Internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry.** LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6
- 26.07 **Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field.** LA.A.2.4.7, LA.A.2.4.8
- 26.08 **Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio.** LA.B.1.4.1, LA.B.1.4.2
- 26.09 **Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.**