



<b>Course Title: Sports &amp; Entertainment Marketing</b>		
<p><b>Description:</b> Sports and Entertainment Marketing provides students with a detailed understanding of how marketing addresses domestic and global concepts relevant to all marketers, specifically in the entertainment and sports industries. Students will study the seven functions of marketing: Channel Management, Pricing, Marketing Information Management, Product/Service Management, Promotion, Selling, and Market Planning.</p> <p>Standards are from Iowa CTE Business, Finance, Marketing, Management Standards #2, #3, #10</p>		
<b>Reporting Topic</b>	<b>Course Level Standards</b>	<b>Competency Statement</b>
<b><u>Market Research</u></b>	<ul style="list-style-type: none"> <li>● <b>Analyze the role of marketing research in decision-making.</b></li> <li>● Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. CTE Bus #10             <ul style="list-style-type: none"> <li>○ Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1                 <ul style="list-style-type: none"> <li>■ Describe marketing functions and related activities. CTE Bus 10.1.2</li> <li>■ Explain marketing practices.CTE Bus 10.1.3</li> </ul> </li> </ul> </li> </ul>	Students will analyze the role of marketing research in decision-making.
<b><u>Marketing Plan</u></b>	<ul style="list-style-type: none"> <li>● <b>Describe the elements, design, and purpose of a marketing plan.</b></li> <li>● Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. CTE Bus #10             <ul style="list-style-type: none"> <li>○ Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1                 <ul style="list-style-type: none"> <li>■ Describe marketing functions and related</li> </ul> </li> </ul> </li> </ul>	Students will describe the elements, design, and purpose of a marketing plan.



	activities. CTE Bus 10.1.2	
<b><u>Impact of Marketing</u></b>	<ul style="list-style-type: none"> <li>● <b>Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</b> <ul style="list-style-type: none"> <li>○ Customer Relations: Understands the techniques and strategies used to foster positive, ongoing relationships with customers. CTE Bus #3           <ul style="list-style-type: none"> <li>■ Foster positive relationships with customers to enhance company image. CTE Bus 3.1               <ul style="list-style-type: none"> <li>● Explain the nature of positive customer relations. CTE Bus 3.1.1</li> </ul> </li> <li>■ Reinforce company's image to exhibit the company's brand promise. CTE Bus 3.3               <ul style="list-style-type: none"> <li>● Identify company's brand promise. CTE Bus 3.3.1</li> <li>● Determine ways of reinforcing the company's image through employee performance. CTE Bus 3.3.2</li> </ul> </li> </ul> </li> </ul> </li> </ul>	Students will recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
<b><u>Consumer Behavior</u></b>	<ul style="list-style-type: none"> <li>● <b>Analyze the characteristics, motivations, and behaviors of consumers.</b></li> <li>● Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. CTE Bus #10       <ul style="list-style-type: none"> <li>○ Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1</li> </ul> </li> </ul>	Students will analyze the characteristics, motivations, and behaviors of consumers.
<b><u>External Factors</u></b>	<ul style="list-style-type: none"> <li>● <b>Analyze the influence of external factors on marketing.</b></li> <li>● Marketing: Understands the tools, techniques, and</li> </ul>	Students will analyze the influence of external factors on marketing.



	<p>systems that businesses use to create exchanges and satisfy organizational objectives. CTE Bus #10</p> <ul style="list-style-type: none"><li>○ Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1<ul style="list-style-type: none"><li>■ Explain marketing and its importance in a global economy. CTE Bus #10.1.1</li></ul></li><li>● Economics: Understand the economic principles and concepts fundamental to business operations. CTE Bus #4<ul style="list-style-type: none"><li>○ Understand fundamental economic concepts to obtain a foundation for employment in business. CTE Bus 4.1<ul style="list-style-type: none"><li>■ Describe the functions of prices in market. CTE Bus 4.1.6</li></ul></li><li>○ Understand the nature of business to show its contributions to society. CTE Bus 4.2<ul style="list-style-type: none"><li>■ Explain the role of business in society. CTE Bus 4.2.1</li><li>■ Describe types of business activities. CTE Bus 4.2.2</li></ul></li><li>○ Understand economic systems to be able to recognize the environments in which businesses function. CTE Bus 4.3<ul style="list-style-type: none"><li>■ Explain the concept of competition. CTE Bus 4.3.6</li></ul></li></ul></li></ul>	
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