



Course Title: Marketing		
<p>Description: 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>		
Learning Requirement	Course Level Standards	Competency Statement
<u>Market Research</u>	<ul style="list-style-type: none"> ● Analyze the role of marketing research in decision-making. ● 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"> ○ Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 <ul style="list-style-type: none"> ■ Describe marketing functions and related activities. CTE Bus 10.1.2 ■ Explain marketing practices.CTE Bus 10.1.3 	Students will analyze the role of marketing research in decision-making.
<u>Marketing Plan</u>	<ul style="list-style-type: none"> ● Describe the elements, design, and purpose of a marketing plan. ● 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"> ○ Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 <ul style="list-style-type: none"> ■ Describe marketing functions and related 	Students will describe the elements, design, and purpose of a marketing plan.



	activities. CTE Bus 10.1.2	
<u>Impact of Marketing</u>	<ul style="list-style-type: none"> ● Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. <ul style="list-style-type: none"> ○ Customer Relations: Understands the techniques and strategies used to foster positive, ongoing relationships with customers. CTE Bus #3 <ul style="list-style-type: none"> ■ Foster positive relationships with customers to enhance company image. CTE Bus 3.1 <ul style="list-style-type: none"> ● Explain the nature of positive customer relations. CTE Bus 3.1.1 ■ Reinforce company’s image to exhibit the company’s brand promise. CTE Bus 3.3 <ul style="list-style-type: none"> ● Identify company’s brand promise. CTE Bus 3.3.1 ● Determine ways of reinforcing the company’s image through employee performance. CTE Bus 3.3.2 	Students will recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
<u>Consumer Behavior</u>	<ul style="list-style-type: none"> ● Analyze the characteristics, motivations, and behaviors of consumers. ● 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"> ○ Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 	Students will analyze the characteristics, motivations, and behaviors of consumers.
<u>External Factors</u>	<ul style="list-style-type: none"> ● Analyze the influence of external factors on marketing. ● Marketing: Understands the tools, techniques, and 	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">○ Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1<ul style="list-style-type: none">■ Explain marketing and its importance in a global economy. CTE Bus #10.1.1● Economics: Understand the economic principles and concepts fundamental to business operations. CTE Bus #4<ul style="list-style-type: none">○ Understand fundamental economic concepts to obtain a foundation for employment in business. CTE Bus 4.1<ul style="list-style-type: none">■ Describe the functions of prices in market. CTE Bus 4.1.6○ Understand the nature of business to show its contributions to society. CTE Bus 4.2<ul style="list-style-type: none">■ Explain the role of business in society. CTE Bus 4.2.1■ Describe types of business activities. CTE Bus 4.2.2○ Understand economic systems to be able to recognize the environments in which businesses function. CTE Bus 4.3<ul style="list-style-type: none">■ Explain the concept of competition. CTE Bus 4.3.6	
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Market Research (CTE Bus 10, 10.1, 10.1.2)		Sample Tasks
Competency Statement: Students will analyze the role of marketing research in decision-making.		
Score 4.0	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
Score 3.5	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
Score 3.0 Learning Goal	<p>Considerations for meeting course level standard(s):</p> <ul style="list-style-type: none"> ● Analyze the role of marketing research in decision-making. <ul style="list-style-type: none"> ○ 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"> ■ Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 	
Score 2.5	Students show some evidence of considerations for meeting course level standards.	
Score 2.0	<p>Considerations for approaching course level standard(s):</p> <ul style="list-style-type: none"> ● Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 <ul style="list-style-type: none"> ○ Describe marketing functions and related activities. CTE Bus 10.1.2 <p>Recall or recognize specific vocabulary, such as:</p>	
Score 1.5	Students show some evidence of considerations for approaching course level standards.	
Score 1.0	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	



Score 0.0	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	
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Marketing Plan (CTE Bus 10, 10.1, 10.1.2)		Sample Tasks
Competency Statement: Students will describe the elements, design, and purpose of a marketing plan.		
Score 4.0	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
Score 3.5	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
Score 3.0 Learning Goal	<p>Considerations for meeting course level standard(s):</p> <ul style="list-style-type: none"> ● Describe marketing functions and related activities. CTE Bus 10.1.2 <ul style="list-style-type: none"> ○ 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"> ■ Understand marketing's role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 	
Score 2.5	Students show some evidence of considerations for meeting course level standards.	
Score 2.0	<p>Considerations for approaching course level standard(s):</p> <ul style="list-style-type: none"> ● Define and explain the 7 core standards of marketing. <p>Recall or recognize specific vocabulary, such as:</p>	
Score 1.5	Students show some evidence of considerations for approaching course level standards.	



Score 1.0	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	
Score 0.0	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	

Impact of Marketing (CTE Bus 3, 3.1, 3.1.1, 3.3, 3.3.1, 3.3.2)		Sample Tasks
Competency Statement: Students will recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.		
Score 4.0	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
Score 3.5	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
Score 3.0 Learning Goal	<p>Considerations for meeting course level standard(s):</p> <ul style="list-style-type: none"> ● Customer Relations: Understands the techniques and strategies used to foster positive, ongoing relationships with customers. CTE Bus #3 <ul style="list-style-type: none"> ○ Reinforce company's image to exhibit the company's brand promise. CTE Bus 3.3 <ul style="list-style-type: none"> ■ Identify company's brand promise. CTE Bus 3.3.1 ■ Determine ways of reinforcing the company's image through employee performance. CTE Bus 3.3.2 	
Score 2.5	Students show some evidence of considerations for meeting course level standards.	
Score 2.0	<p>Considerations for approaching course level standard(s):</p> <ul style="list-style-type: none"> ● Foster positive relationships with customers to enhance company image. CTE Bus 3.1 ● Explain the nature of positive customer relations. CTE Bus 3.1.1 	



	Recall or recognize specific vocabulary, such as:	
Score 1.5	Students show some evidence of considerations for approaching course level standards.	
Score 1.0	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	
Score 0.0	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	

Consumer Behavior (CTE Bus 10, 10.1)		Sample Tasks
Competency Statement: Students will analyze the characteristics, motivations, and behaviors of consumers.		
Score 4.0	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
Score 3.5	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
Score 3.0 Learning Goal	<p>Considerations for meeting course level standard(s):</p> <ul style="list-style-type: none"> ● Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 <ul style="list-style-type: none"> ○ Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. CTE Bus #10 	
Score 2.5	Students show some evidence of considerations for meeting course level standards.	
Score 2.0	Considerations for approaching course level standard(s):	



	<ul style="list-style-type: none"> Describe the components and exchanges of an event triangle. <p>Recall or recognize specific vocabulary, such as:</p>	
Score 1.5	Students show some evidence of considerations for approaching course level standards.	
Score 1.0	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	
Score 0.0	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	

External Factors (CTE Bus 4, 4.1, 4.1.6, 4.2, 4.3, 4.3.6, CTE Bus 10, 10.1, 10.1.1)		Sample Tasks
Competency Statement: Students will analyze the influence of external factors on marketing.		
Score 4.0	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>consistently</i> demonstrate in-depth inferences and applications that go beyond what was explicitly taught in class.	
Score 3.5	Students consistently and independently demonstrate considerations for meeting course level standard(s). Student performance reveals they <i>occasionally</i> demonstrate understanding of in-depth inferences and application of information and skills that go beyond what was explicitly taught in class.	
Score 3.0 Learning Goal	<p>Considerations for meeting course level standard(s):</p> <ul style="list-style-type: none"> Explain marketing and its importance in a global economy. CTE Bus #10.1.1 <ul style="list-style-type: none"> 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"> Understand marketing’s role and function in business to facilitate economic exchanges with customers. CTE Bus #10.1 Understand the nature of business to show its contributions to society. CTE Bus 4.2 <ul style="list-style-type: none"> Economics: Understand the economic principles and concepts fundamental to business operations. CTE Bus #4 <ul style="list-style-type: none"> Explain the role of business in society. CTE Bus 4.2.1 	



	<ul style="list-style-type: none"> ■ Describe types of business activities. CTE Bus 4.2.2 	
Score 2.5	Students show some evidence of considerations for meeting course level standards.	
Score 2.0	<p>Considerations for approaching course level standard(s):</p> <ul style="list-style-type: none"> ● Understand fundamental economic concepts to obtain a foundation for employment in business. CTE Bus 4.1 <ul style="list-style-type: none"> ○ Describe the functions of prices in the market. CTE Bus 4.1.6 ● Understand economic systems to be able to recognize the environments in which businesses function. CTE Bus 4.3 <ul style="list-style-type: none"> ○ Explain the concept of competition. CTE Bus 4.3.6 <p>Recall or recognize specific vocabulary, such as:</p>	
Score 1.5	Students show some evidence of considerations for approaching course level standards.	
Score 1.0	Significant gaps in student understanding are present, though there is progress toward approaching course level standards.	
Score 0.0	Based on student evidence that has been collected, the student has not demonstrated any understanding of course-level information and skills.	