

# **Career and Technical Education (CTE) Adapted CTE Course Blueprint of Essential Standards and Indicators**

## **Marketing and Entrepreneurship Education**

### *6670 Sports and Entertainment Marketing I*

Public Schools of North Carolina  
State Board of Education • Department of Public Instruction  
Academic Services and Instructional Support  
Division of Career and Technical Education  
Delores P. Ali, Project Director

Raleigh, North Carolina

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Contact [MarketingEducation@dpi.nc.gov](mailto:MarketingEducation@dpi.nc.gov) for more information.

#### **Pilot Teachers**

Scott Armstrong, North Forsyth High School  
Paula Bryson, T. C. Roberson High School  
Barbara Cornman, James Hunt High School  
Natalie Davis, Independence High School  
Lisa Hensley West Carteret High School  
Grant Deaton, NF Woods Advanced Technology Arts Center  
Valerie Walker, Rocky River High School  
Amy West, Lumberton Senior High School  
James Westbrook, Charles B. Aycock High School

**This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.**

## Adapted CTE Course Blueprint of Essential Standards

Essential standards are big, powerful ideas that are necessary and essential for students to know to be successful in a course. Essential standards identify the appropriate verb and cognitive process intended for the student to accomplish. Essential standards provide value throughout a student's career, in other courses, and translate to the next level of education or world of work.

The essential standards use Revised Bloom's Taxonomy (RBT) category verbs (remember, understand, apply, analyze, evaluate, create) that reflect the overall intended cognitive outcome of the indicators. Each essential standard and indicator reflects the intended level of learning through two dimensions; The Knowledge Dimension is represented with letters A-C, and the Cognitive Process Dimension by numbers 1-6.

This document will help teachers plan for curriculum delivery for the course, prepare daily lesson plans, and construct valid formative, benchmark, and summative assessments. Assessment for this course is written at the level of the **ESSENTIAL STANDARD** and assesses the intended outcome of the sum of its indicators. Curriculum provider is MBA Research & Curriculum Center.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6361 Mail Service Center, Raleigh, North Carolina 27699-6361.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

### Interpretation of Columns on the NCDPI Adapted CTE Course Blueprint

No.	1	2	3	4
Heading	Essential Std #	Unit Titles, Essential Standards, and Indicators	Course Weight	RBT Designation
<b>Column information</b>	Unique course identifier and essential standard number.	Statements of unit titles, essential standards per unit, and specific indicators per essential standard. If applicable, includes % for each indicator.	Shows the relative importance of each unit and essential standard. Course weight is used to help determine the percentage of total class time to be spent on each essential standard.	Classification of outcome behavior in essential standards and indicators in Dimensions according to the Revised Bloom's Taxonomy.  <b>Cognitive Process Dimension:</b> 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create  <b>Knowledge Dimension:</b> A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

*Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.*

*Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.*

**Adapted CTE Course Blueprint Essential Standards for  
6670 Sports and Entertainment Marketing I**  
(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	<b>Total Course Weight</b>	<b>100%</b>	
<b>A</b>	<b>MARKETING AND OPERATIONS OF THE SPORT AND EVENT INDUSTRIES</b>	<b>41%</b>	
<b>1.00</b>	<b>Understand career planning, marketing, product management, selling, promotion, and customer relations for the sport and event industries.</b>	<b>30%</b>	<b>B2</b>
	1.01 Acquire information about the sport/event industry to aid in making career choices. (PD:115), (PD:107) 1.02 Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers. (MK:012), (MK:007) 1.03 Acquire information about the sport/event industry to aid in making career choices. (PD:051) 1.04 Employ product mix strategies to meet customer expectations. (PM:079) 1.05 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:188), (SE:209) 1.06 Position product/services to acquire desired business image. (PM:141), (PM:139), (PM:140), (PM:142) 1.07 Employ sales-promotion activities to inform or remind customers of business/product. (PR:175) 1.08 Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010) 1.09 Process the sale to complete the exchange. (SE:461) 1.10 Employ sales-promotion activities to inform or remind customers of business/product. (PR:193), (PR:194)		
<b>2.00</b>	<b>Understand operations and marketing-information management for the sport and event industries.</b>	<b>11%</b>	<b>B2</b>
	2.01 Implement organizational skills to improve efficiency and workflow. (OP:142), (OP:102) 2.02 Utilize project-management skills to improve workflow and minimize costs. (OP:001) 2.03 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:245) 2.04 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:246) 2.05 Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making. (IM:247), (IM:186), (IM:248) 2.06 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:249)		

<b>B</b>	<b>COMMUNICATION AND PRICING OF PRODUCTS, SERVICES, AND IMAGES OF THE SPORT AND EVENT INDUSTRIES</b>	<b>59%</b>	
<b>3.00</b>	<b>Understand marketing planning and promotion for the sport and event industries.</b>	<b>29%</b>	<b>B2</b>
	<p>3.01 Select target market appropriate for product/business to obtain the best return on marketing investment. (MP:037), (MP:038)</p> <p>3.02 Understand promotional channels used to communicate with targeted audiences. (PR:177)</p> <p>3.03 Understand the use of an advertisement's components to communicate with targeted audiences. (PR:014)</p> <p>3.04 Understand the use of direct marketing to attract attention and to build brand. (PR:164), (PR:301), (PR:240), (PR:276), (PR:299)</p> <p>3.05 Develop content for use in marketing communications to create interest in product/business/idea. (PR:163), (PR:179), (PR:122)</p> <p>3.06 Understand the use of direct marketing to attract attention and to build brand. (PR:165)</p> <p>3.07 Develop content for use in marketing communications to create interest in product/business/idea. (PR:362), (PR:166)</p> <p>3.08 Manage media planning and placement to enhance return on marketing investment. (PR:180), (PR:009), (PR:010), (PR:181), (PR:104)</p>		
<b>4.00</b>	<b>Understand selling, promotion, product/service management and pricing for the sport and event industries.</b>	<b>30%</b>	<b>B2</b>
	<p>4.01 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:318)</p> <p>4.02 Employ sales-promotion activities to inform or remind customers of business/product. (PR:192)</p> <p>4.03 Utilize publicity to inform stakeholders of business activities. (PR:057), (PR:182), (PR:183), (PR:184), (PR:185), (PR:186)</p> <p>4.04 Employ sales-promotion activities to inform or remind customers of business/product. (PR:142), (PR:191)</p> <p>4.05 Position company to acquire desired business image. (PM:144)</p> <p>4.06 Employ sales-promotion activities to inform or remind customers of business/product. (PR:189), (PR:190)</p> <p>4.07 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:047), (PI:048)</p> <p>4.08 Employ sales-promotion activities to inform or remind customers of business/product. (PR:187), (PR:188)</p> <p>4.09 Perform pre-sales activities to facilitate sales presentation. (SE:315), (SE:067)</p> <p>4.10 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:316), (SE:317)</p>		