

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

Marketing and Entrepreneurship Education

MH32 Sports and Entertainment Marketing II

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
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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
Column information	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. Cognitive Process Dimension: 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create Knowledge Dimension: 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
MH32 Sports and Entertainment Marketing II**
(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	Total Course Weight	100%	
A	SELLING AND PROMOTION OF THE SPORT AND EVENT INDUSTRIES	55%	
1.00	Understand product management, business law, economics, professional development, marketing-information management, information management, promotion, and selling for the sport and event industries.	30%	B2
	1.01 Position product/services to acquire desired business image. (PM:143)	2	
	1.02 Acquire knowledge of commerce laws and regulations to continue business operations. (BL:058)	2	
	1.03 Analyze cost/profit relationships to guide business decision-making. (EC:053)	2	
	1.04 Acquire information about the sport/event industry to aid in making career choices. (PD:279)	2	
	1.05 Determine global trade's impact on business decision-making. (EC:059)	2	
	1.06 Collect secondary marketing data to ensure accuracy and adequacy of information for decision making. (IM:187)	2	
	1.07 Utilize information-technology tools to manage and perform work responsibilities. (NF:185)	2	
	1.08 Interpret marketing information to test hypotheses and/or to resolve issues. (IM:191). (SUPPLEMENTAL)	0	
	1.09 Acquire information to guide business decision-making. (NF:065)	2	
	1.10 Report findings to communicate research information to others. (IM:192), (IM:193)	3	
	1.11 Manage promotional activities to maximize return on promotional investments. (PR:155)	2	
	1.12 Perform pre-sales activities to facilitate sales presentation. (SE:324)	2	
	1.13 Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:325)	2	
	1.14 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:319), (SE:321)	3	
	1.15 Manage promotional activities to maximize return on promotional investments. (PR:211)	2	

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
2.00	Understand selling, promotion, and marketing-information management for the sport and event industries.	25%	B2
	2.01 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:322)	2	
	2.02 Manage promotional activities to maximize return on promotional investments. (PR:212)	2	
	2.03 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:348), (SE:323)	3	
	2.04 Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:326)	2	
	2.05 Utilize publicity/public-relations activities to create goodwill with stakeholders. (PR:136), (PR:195)	3	
	2.06 Employ sales-promotion activities to inform or remind customers of business/product. (PR:198), (PR:199), (PR:213), (PR:214)	4	
	2.07 Position products/services to acquire desired business image. (PR:151), (PR:153)	3	
	2.08 Work with advertising agency to create marketing communications. (PR:081)	2	
	2.09 Manage promotional activities to maximize return on promotional investments. (PR:210), (PR:098), (PR:076), (PR:209)	4	
B	MARKET PLANNING OF THE SPORT AND EVENT INDUSTRIES	45%	
3.00	Understand customer relationships, quality assurance, pricing, product/service management, and financial analysis for the sport and event industries.	31%	B2
	3.01 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:314)	2	
	3.02 Understand operation's role and function in business to value its contributions to a company. (OP:343)	2	
	3.03 Employ pricing strategies to determine prices. (PI:049), (PI:006), (PI:046), (PI:033)	4	
	3.04 Employ product-mix strategies to meet customer expectations. (PM:166), (PM:148), (PM:149)	4	
	3.05 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:320)	3	
	3.06 Employ product-mix strategies to meet customer expectations. (PM:086), (PM:147)	4	
	3.07 Control sales activities to meet sales goals/objectives. (SE:327)	2	
	3.08 Identify potential business threats and opportunities to protect a business's financial well-being. (FI:596), (FI:597)	5	
	3.09 Implement quality assurance processes to minimize potential loss. (OP:345), (OP:093)	3	
	3.10 Employ product-mix strategies to meet customer expectations. (PM:150)	2	

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
4.00	Understand business decision making and marketing planning for the sport and event industries.	14%	B2
	4.01 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:182), (IM:252) (SUPPLEMENTAL)	0	
	4.02 Acquire information to guide business decision making. (NF:187) (SUPPLEMENTAL)	0	
	4.03 Apply quality assurances to enhance product/service offerings. (PM:146)	2	
	4.04 Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). (MP:036), (MP:005)	3	
	4.05 Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012), (MP:014), (MP:018)	7	
	4.06 Assess marketing strategies to improve return on marketing investment (ROMI). (MP:022)	2	