FEDERAL WAY PUBLIC SCHOOLS
Each Scholar: A voice. A dream. A **BRIGHT** future.

Standards Based Education-Priority Standards

CTE SPORTS ENTERTAINMENT MARKETING-MYP

A1   Identify the steps in a Business and a Marketing Plan.

A2   Demonstrate effective leadership and communication skills to be successful in the business world.

A3   Students will develop elements and tools used in implementing and managing a sports/entertainment marketing event.

A4   Students will discover the importance and elements used in developing a sports and entertainment marketing promotion campaign.

A5   Students will discover the importance and elements used in developing a sponsorship proposal to attract non-sports businesses to sporting events, and sports businesses to non-sports events.

A6   Students will discover the processes used in developing a marketing plan for a team or event.

A7   9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9–10 texts and topics.

B8   Students will discover the world of sports and entertainment marketing and the use of marketing to create cross promotional events.

B9   Students will identify and develop event relationships with customers and participants of a sports/entertainment marketing event.

B10   Students will identify and develop sponsorship offerings for an event.

C11   Students will plan and create a sports or entertainment marketing event.

C12   9-10.RST.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.

D13   Students will assess the fan's role in sports and entertainment marketing as a spectator & consumer.

D14   Students will assess the role of corporate partners (sponsors) in marketing.

D15   Students will assess the importance of event marketing and entertainment in spectator events.

D16   9-10.WHST.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.

D17   9-10.WHST.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation