

# CTE Sports & Rec Marketing 1-2

- PS 1 Define and demonstrate marketing concepts, foundations, and functions.
- PS 2 Evaluate advertising and promotion in business and marketing.
- PS 3 Define and compare business and entrepreneurship structures, plans, and related risks and legalities in the sports and entertainment world.
- PS 4 Analyze, manage and evaluate leadership development in management.
- PS 5 Examine regional S/E venues, analyzing facilities, media, and positioning.
- PS 6 Identify, contrast, and compare endorsements and sponsorships.
- PS 7 Identify, compare, and formulate public relations activities for an organization.
- PS 8 Using market research data, design an event for a local S/E group that meets the needs of a specific target market either in a virtual environment or actual.
- PS 9 Identify career opportunities in sports, recreation, and entertainment marketing.
- PS 10 Identify the steps in the marketing plan.
- PS 11 Examine the branding and loyalty promotion.
- PS 12 Examine and compare viral marketing and social media.
- PS 13 Develop a marketing vocabulary.
- PS 14 Define and explain contracts, licensing, and trademarks in the sports and entertainment industry.
- PS 15 Define and explain gender laws and the history of sports and entertainment.
- PS 16 Demonstrate leadership skills needed in the workforce.
- PS 17 Demonstrate punctuality needed in the workplace.
- PS 18 Describe activities to market sports and media channels used in marketing.
- PS 19 Select strategies and develop a customer service program for maintaining fan support.
- PS 20 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.
- PS 21 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.
- PS 22 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.

PS 23

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