

**School District of Loyal**  
**Sports & Entertainment Management**  
**Grade: 9 -12**  
**Student Learning Targets**



**Class: Sports & Entertainment Management**

Students who demonstrate understanding can:

WI State Standards	Standard:	Student Learning Targets:
BIT.MKT.1	Students will review, utilize, and develop the four areas of the marketing mix as they relate to a given industry.	<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>● Examine ways businesses use marketing to build customer demand</li> <li>● Explain factors that influence customer buying behavior.</li> <li>● Describe ways in which companies modify and improve existing products and services.</li> <li>● Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, durability).</li> <li>● Define product life cycle.</li> <li>● Explain the factors that contribute to a product's price (e.g., cost, quality, competitions, and brand loyalty).</li> <li>● Define pricing terms for products and services: cost, price, markup, expenses, and profit.</li> <li>● Explain the relationship between price and perceived quality (the pricevalue relationship).</li> <li>● Compare and contrast direct and indirect marketing channels for various industries.</li> <li>● Explain the advantages and disadvantages of the five methods of distribution (rail, air, truck, ship, and pipeline) as it relates to types of products.</li> <li>● Discuss ways advertising affects consumer purchases.</li> <li>● Explain the role of promotion as a marketing function.</li> <li>● Develop a promotional plan for a product/service.</li> </ul>

BIT.MKT.2	Students will analyze target marketing concepts and strategies utilized to select and determine an audience for a product or business.	<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>● Analyze a company’s marketing plan.</li> <li>● Evaluate the tools of market segmentation (e.g., demographics, psychographics, and geographics).</li> <li>● Analyze variables used to identify target markets (e.g., usage level, brand loyalty, and benefits sought).</li> <li>● Explain why a marketing plan is essential.</li> <li>● Discuss how the marketing plan aligns with the company strategic plan.</li> </ul>
BIT.MAN.1	Students will describe business management functions and examine their implementation in business.	<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>● Describe the importance of evaluating success in business.</li> <li>● Apply a method of measuring if a goal has been achieved.</li> <li>● Rank businesses based on a performance measure</li> <li>● Describe action that can be taken when a goal is not achieved.</li> <li>● Produce a multi-step plan to accomplish a goal, and rate from different points of view.</li> <li>● Identify the consequences of not planning.</li> <li>● Compare managerial decision-making techniques.</li> <li>● Defend a decision using data.</li> </ul>
BIT.MAN.3	Students will examine the role of the human resource department and its function as a means to achieving management’s goals.	<p><b>Students will be able to:</b></p> <ul style="list-style-type: none"> <li>● Identify legislation affecting the hiring process: affirmative action, right to privacy, and Americans with Disabilities Act.</li> <li>● Discuss employment contracts.</li> <li>● Design an effective onboarding procedure for a new employee.</li> <li>● Give examples of the benefits of professional development.</li> <li>● Discuss different methods of motivating people to perform.</li> <li>● Demonstrate how goal setting relates to employee achievement or accomplishment.</li> <li>● Generalize the difference between promoting an employee from within a business versus hiring from outside.</li> <li>● Evaluate health and safety issues related to the workplace.</li> <li>● Review legal issues—harassment,</li> </ul>

		<p>employee rights, privacy, drug testing, labor disputes, child labor, discrimination, and substance abuse—and the potential impact to the business.</p> <ul style="list-style-type: none"><li>● Examine internal and external reasons for termination.</li><li>● Explain business obligations for displacing or transitioning employees.</li></ul>
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