

# ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

## ENTERTAINMENT MARKETING, 52.1800.4

### STANDARD 1.0 – EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE MARKETING PROFESSION

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| 1.1 | Examine the relationship of ethics and law in the marketing profession |
| 1.2 | Use ethical behavior in the completion of marketing projects           |
| 1.3 | Discuss basic copyright principles                                     |
| 1.4 | Describe legal issues involved in contracts and unions                 |
| 1.5 | Explain warranties and guarantees                                      |
| 1.6 | Explain quality assurance and consumer protection                      |

### STANDARD 2.0 – EVALUATE THE ROLE OF BUSINESS IN THE ECONOMY

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| 2.1 | Explain the importance of business in a global economy  |
| 2.2 | Examine sole proprietorships, partnerships, and corporations in the marketing profession            |
| 2.3 | List the factors that contribute to the success of a marketing business                             |
| 2.4 | Analyze the relationship of customer service and customer satisfaction on the success of a business |

### STANDARD 3.0 – EXPLAIN BUSINESS AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISIONS

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| 3.1 | Describe marketing functions  |
| 3.2 | Discuss the role of management in achieving quality                                     |
| 3.3 | Analyze management strategies related to business risk                                  |
| 3.4 | Identify ways that technology impacts business operations                               |
| 3.5 | Describe techniques/strategies used by an organization to manage its economic resources |
| 3.6 | Write a sample business plan  |
| 3.7 | Explain the importance of marketing plans   |

### STANDARD 4.0 – EXPLORE LEADERSHIP AND MANAGEMENT PRINCIPLES RELATED TO MARKETING

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| 4.1 | Determine personal characteristics and traits of effective leaders                                     |
| 4.2 | Compare and contrast leadership and management styles  |
| 4.3 | Describe how cultural/ethnic/generational differences affect interpersonal interactions/communications |
| 4.4 | Describe the impact of quality business communications on the success of a business                    |
| 4.5 | Define the five management functions: planning, organizing, directing, staffing, and managing          |
| 4.6 | Describe the roles of support staff, supervisors, managers, and technology in achieving goals          |
| 4.7 | Plan and organize work tasks for others  |
| 4.8 | Examine the purpose of customer relations  |

### STANDARD 5.0 – ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING

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| 5.1  | Define current economic systems  |
| 5.2  | Explain the principles of supply and demand  |
| 5.3  | Discuss the concept of competition   |
| 5.4  | Explain forms of business competition (pure competition, monopoly, oligopoly, etc.)              |
| 5.5  | Explain the concept of private enterprise  |
| 5.6  | Explain the concept of productivity  |
| 5.7  | Define economic indicators and trends (i.e., Gross Domestic Product, Consumer Price Index, etc.) |
| 5.8  | Discuss the impact of business cycles on business activities                                     |
| 5.9  | Explain international trade  |
| 5.10 | Identify the impact of cultural and social environments on world trade                           |

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## STANDARD 6.0 – ANALYZE FINANCIAL CONCEPTS USED IN BUSINESS DECISIONS

6.1	Interpret financial information for decision making and planning
6.2	Identify strategies used to monitor and adjust business operations based on financial performance
6.3	Explain the purpose and importance of credit
6.4	Describe how to obtain business credit
6.5	Determine financing needed to start a business
6.6	Describe sources of financing for businesses
6.7	Explain financial growth based on an organization's future plans

## STANDARD 7.0 – EXAMINE CONCEPTS AND PROCESSES ASSOCIATED WITH DISTRIBUTION

7.1	Describe channels of distribution
7.2	Explain the importance of channels of distribution
7.3	Describe the management of channels of distribution
7.4	Explain information systems for order fulfillment
7.5	Describe the shipping process
7.6	Describe the receiving process
7.7	Evaluate warehouse and stock handling techniques used by businesses
7.8	Evaluate types of inventory control systems

## STANDARD 8.0 – EXAMINE PRICING STRATEGIES TO MAXIMIZE RETURN AND MEET CUSTOMERS' PERCEPTION OF VALUE

8.1	Explain legal considerations relating to pricing
8.2	Describe the approach for setting a base price
8.3	Determine the cost of a product (ROI, Markup, Price, etc.)
8.4	Identify factors affecting pricing decisions
8.5	Identify strategies for pricing new products

## STANDARD 9.0 – EXAMINE SELLING CONCEPTS

9.1	Identify key factors needed to build a clientele
9.2	Identify product features and benefits
9.3	Determine customer/client needs
9.4	Identify buying motives
9.5	Identify support activities needed for selling
9.6	Identify technology used in sales functions

## STANDARD 10.0 – EXAMINE CONCEPTS, SYSTEMS, AND TOOLS NEEDED TO MANAGE INFORMATION

10.1	Explore the management of marketing and demographic information
10.2	Describe strategies for gathering marketing information
10.3	Identify technology used in gathering marketing information
10.4	Explain information analysis techniques
10.5	Define sales forecasting
10.6	Use problem-solving strategies related to information management

## STANDARD 11.0 – EXPLAIN PRODUCT/SERVICE MIX IN RESPONSE TO MARKET TRENDS AND OPPORTUNITIES

11.1	Explore the nature and scope of product/service management
11.2	Explain the impact of product life cycles on marketing decisions
11.3	Explain the concept of a product mix

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11.4	Describe factors related to positioning and branding
11.5	Explore retail delivery components
<b>STANDARD 12.0 – EXAMINE THE COMPONENTS OF BRANDING</b>	
12.1	Identify the concepts and elements of branding
12.2	Compare different branding strategies
12.3	Analyze consumer response to branding
12.4	Describe how to effectively use and promote a brand
<b>STANDARD 13.0 – EXAMINE ADVERTISING AND PROMOTIONAL STRATEGIES TO COMMUNICATE INFORMATION</b>	
13.1	Explain the role of promotion
13.2	Discuss the components of a promotional mix
13.3	Compare the types of advertising media (i.e., billboard, social networking)
13.4	Analyze the components of advertisements
13.5	Evaluate benefits of participating in community activities
13.6	Explain the role of product design and visual merchandising
13.7	Explain the roles of the various departments of an advertising agency
13.8	Compare target marketing to mass marketing
13.9	Define types of media marketing
<b>STANDARD 14.0 – SURVEY SPORTS MARKETING</b>	
14.1	Describe the components of sports marketing
14.2	Distinguish among collegiate athletics, amateur sports, professional sports, and recreational sports
14.3	Examine sports sponsorship
14.4	Explain player and product endorsements
14.5	Describe legal issues of licensure and logo ownership in relationship to sports
14.6	Define the roles and ethics of agents, scouts, and managers
14.7	Describe public relations efforts for the development of press releases
14.8	Select strategies for maintaining fan support
14.9	Explain factors affecting attendance at an event
14.10	Describe the services provided by sports marketing firms
14.11	Describe careers and employment opportunities in the sports marketing industry
14.12	Explain the economic impact of sports and entertainment events on a community/area
<b>STANDARD 15.0 – SURVEY TRAVEL AND TOURISM MARKETING</b>	
15.1	Describe the components of the travel and tourism industry
15.2	Explore travel and tourism businesses
15.3	Explain factors that motivate people to travel
15.4	Investigate train, cruise, airline, and tour bookings
15.5	Describe destination marketing services (i.e., government agencies, tourist centers, convention and visitor's bureau, and chambers of commerce)
15.6	Identify popular local, regional, state, national, and international destinations
15.7	Design advertisements for a destination
15.8	Describe factors affecting the prices of travel and tourism products
15.9	Describe geographic and topographic factors that impact travel and tourism
15.10	Explain the economic impact of travel and tourism on a destination
15.11	Describe the role of government in the travel and tourism industry (i.e., homeland security, traffic)
<b>STANDARD 16.0 – SURVEY HOSPITALITY MARKETING</b>	

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16.1	Describe the components of the hospitality industry
16.2	Describe careers and employment opportunities in the hospitality industry
16.3	Explain types of lodging accommodations in the hospitality industry
16.4	Describe the organizational structure of hotels (i.e., rooms, food/beverage, marketing/sales, and security)
16.5	Explain how housekeeping standards affect repeat business
16.6	Explain regulations that affect the hospitality industry
16.7	Establish staffing and service ratios for group events
<b>STANDARD 17.0 – DEVELOP AN ENTERTAINMENT MARKETING PLAN</b>	
17.1	Research an aspect of entertainment marketing (i.e., sports, travel and tourism, hospitality)
17.2	Determine market research methods
17.3	Research pricing based on demand, competition and costs
17.4	Determine promotional strategies
17.5	Prepare a multimedia promotion based on research
17.6	Present marketing plan (orally and visually)