

## Assessment: Sports and Entertainment Marketing

### Standard Set: Sports and Entertainment Marketing

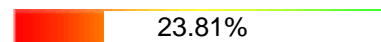
#### Filters:

- District Name (Clark)
- All Standards
- Accumulating results

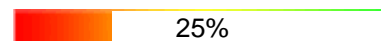
Number tested: 3

#### Sports and Entertainment Marketing

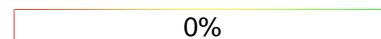
1) Content Standard 1.0 Understand Economic Systems, Indicators/Trends, and International Concepts



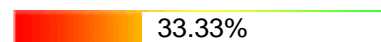
1) Performance Standard 1.1 : EXAMINE ECONOMIC CONCEPTS



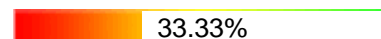
3) 1.1.3 Describe the nature and scope of economics and economic activities



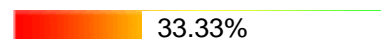
5) 1.1.5 Explain the principles of supply, demand, and equilibrium



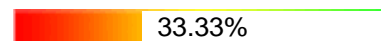
7) 1.1.7 Explain how quantity demands, quantity supplies, and elasticity affect price



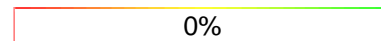
2) Performance Standard 1.2 : DEMONSTRATE AN UNDERSTANDING OF ECONOMIC SYSTEMS



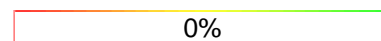
3) 1.2.3 Explain the nature of competition



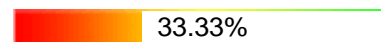
3) Performance Standard 1.3 : UNDERSTAND BASIC ECONOMIC INDICATORS AND TRENDS



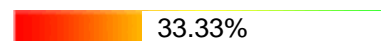
4) 1.3.4 Determine the impact of economic cycles on business activities



4) Performance Standard 1.4 : UNDERSTAND BASIC CONCEPTS OF INTERNATIONAL MARKETING AND TRADE



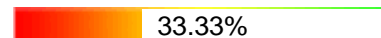
1) 1.4.1 Explain the nature of international marketing and trade



2) Content Standard 2.0 Demonstrate Comprehension of Business Fundamentals



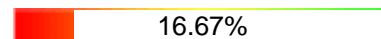
1) Performance Standard 2.1 : DEMONSTRATE COMPREHENSION OF DAY TO DAY OPERATIONS FOR BUSINESS FUNCTIONS



1) 2.1.1 Explain security issues with technology to protect consumer information and business data



5) 2.1.5 Monitor internal and external communication media



2) Performance Standard 2.2 : DEMONSTRATE KNOWLEDGE OF CONCEPTS, STRATEGIES, LANGUAGE, AND SYSTEMS USED TO OBTAIN OR CONVEY IDEAS AND INFORMATION



1) 2.2.1 Make a verbal and written client presentation



2) 2.2.2 Explain uses of social media platforms



3) 2.2.3 Describe the use of mobile technology in business, e.g., QR codes,

Square, etc.	55.56%
4) 2.2.4 Describe effective use of multimedia	66.67%
7) 2.2.7 Design social media content	66.67%
9) 2.2.9 Plan and conduct a meeting	50%
3) Performance Standard 2.3 : DEMONSTRATE COMPREHENSION OF BUSINESS LAW AND ETHICS	58.33%
1) 2.3.1 Explain the required components of a valid contract	50%
2) 2.3.2 Describe methods used to protect intellectual property, copyright, trademarks, etc.	66.67%
4) Performance Standard 2.4 : UNDERSTAND THE ROLE OF RISK MANAGEMENT	66.67%
5) 2.4.5 Write a communication plan for contingency/crisis management	66.67%
3) Content Standard 3.0 Demonstrate Comprehension of Marketing Information Management	58.33%
1) Performance Standard 3.1 : UNDERSTAND THE NATURE AND SCOPE OF MARKETING INFORMATION	66.67%
1) 3.1.1 Describe the need for marketing information	66.67%
2) Performance Standard 3.2 : UNDERSTAND MARKETING RESEARCH ACTIVITIES AS RELATED TO SPORTS AND ENTERTAINMENT MARKETING CUSTOMERS, STAFF, VENDORS, AND SPONSORS	33.33%
3) 3.2.3 Identify information monitored for marketing decision making	33.33%
3) Performance Standard 3.3 : INTERPRET MARKETING INFORMATION TO TEST HYPOTHESIS AND/OR TO RESOLVE ISSUES	83.33%
3) 3.3.3 Prepare a basic marketing report	83.33%
4) Performance Standard 3.4 : DEVELOP A MARKETING PLAN	44.44%
1) 3.4.1 Identify target markets	66.67%
4) 3.4.4 Conduct Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and competitive analysis for use in the marketing planning process	33.33%
4) Content Standard 4.0 Understand the Nature and Scope of the Product/Service Management Function	54.17%
2) Performance Standard 4.2 : GENERATE PRODUCT IDEAS TO CONTRIBUTE TO ONGOING BUSINESS SUCCESS	55.56%
1) 4.2.1 Identify product opportunities	50%
3) 4.2.3 Generate product ideas	66.67%
4) 4.2.4 Determine initial feasibility of a product idea	55.56%
3) Performance Standard 4.3 :UNDERSTAND THE CONCEPT OF PRODUCT MIX	33.33%

2) 4.3.2 Determine customer need	33.33%
4) Performance Standard 4.4 : POSITION PRODUCTS/SERVICES TO ACQUIRE DESIRED BUSINESS IMAGE	66.67%
5) 4.4.5 Build a product or service brand	66.67%
5) Content Standard 5.0 Understand the Nature of Pricing	46.67%
1) Performance Standard 5.1 : ESTABLISH THE VALUE OF GOODS AND SERVICES AND DETERMINE PRICES	46.67%
1) 5.1.1 Explain the role of business ethics in pricing	66.67%
2) 5.1.2 Explain the legal considerations for pricing	0%
3) 5.1.3 Explain the factors that affect pricing decisions	50%
6) Content Standard 6.0 Understand Concepts and Strategies Relating to Promotion of Products and Services	51.28%
1) Performance Standard 6.1 : UNDERSTAND THE NATURE AND SCOPE OF PROMOTION IN SPORTS AND ENTERTAINMENT MARKETING	83.33%
1) 6.1.1 Present an argument that supports justifying money spent on advertising	100%
2) 6.1.2 Explain the nature and significance of word of mouth	66.67%
2) Performance Standard 6.2 : DEMONSTRATE KNOWLEDGE OF THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS	52.38%
1) 6.2.1 Analyze the reasons why a company participates in goodwill endeavors with its local community	100%
3) 6.2.3 Define public relations and its interaction with customers, media, and government officials	55.56%
4) 6.2.4 Describe the use of crisis management in public relations	66.67%
5) 6.2.5 Develop a public relations plan	50%
6) 6.2.6 Explain the duties and responsibilities of public relations specialists	33.33%
7) 6.2.7 Write a press release for a product and determine the most effective way to get coverage	22.22%
8) 6.2.8 Categorize publicity as positive or negative and explain the effects on the business	66.67%
4) Performance Standard 6.4 : DEMONSTRATE THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS	33.33%
4) 6.4.4 Describe components of an adverting campaign and how it reaches a target audience	0%
8) 6.4.8 Explain the nature of online advertising, e.g., advergaming, virtual worlds, banner ads, pop up ads, native advertising, pay per click ads, and	

Search Engine Optimization (SEO) consideration, etc.	40%
5) Performance Standard 6.5 : UNDERSTAND THE CONCEPT AND PURPOSE OF SALES PROMOTION	58.33%
1) 6.5.1 Explain the role of endorsements in sport/event marketing	66.67%
3) 6.5.3 Explain the nature of sponsorship in the sport/event industries	66.67%
10) 6.5.10 Sell venue and sport/event sponsorships	66.67%
15) 6.5.15 Obtain endorsements for sports/events	33.33%
7) Content Standard 7.0 Understand the Nature and Scope of Selling	47.22%
2) Performance Standard 7.2 : UNDERSTAND THE PROCESSES AND TECHNIQUES OF SELLING	45.83%
2) 7.2.2 Analyze customer s buying motives and decisions	45.83%
3) Performance Standard 7.3 : UNDERSTAND THE RELATIONSHIP BETWEEN KNOWLEDGE OF THE PRODUCT OR SERVICE AND SELLING	66.67%
1) 7.3.1 Define product knowledge and features and benefits	66.67%
4) Performance Standard 7.4 : SUPPORT ACTIVITIES AS THEY RELATE TO SELLING	44.44%
1) 7.4.1 Define cash, credit, and debit	44.44%
8) Content Standard 8.0 Explain Distribution Systems for the Sport/Event Industries	16.67%
1) Performance Standard 8.1 : UNDERSTAND CHANNEL MANAGEMENT AS A FUNCTION OF MARKETING	16.67%
1) 8.1.1 Explain the nature and scope of channel management	16.67%
9) Content Standard 9.0 Understand the Scope of Finance and the Use of Financial Data	55.56%
1) Performance Standard 9.1 : UNDERSTAND THE NATURE OF FINANCE	66.67%
2) 9.1.2 Explain the nature and scope of financing	66.67%
2) Performance Standard 9.2 : UNDERSTAND THE USE OF FINANCIAL RESOURCES	54.17%
1) 9.2.1 Explain the time value of money	66.67%
2) 9.2.2 Project the total cash needed to implement an event	50%
7) 9.2.7 Identify potential threats and opportunities to protect businesses financial well being	50%