

Exam Title: 8827420 Sports Recreation Entertainment Applications

Courses Assessed by this Exam: Sports Recreation Entertainment Applications

Key Vocabulary: sports marketing, Business Professionals of America, Distributive Education Clubs of America, Future Business Leaders of America, National Honor Society, networking, communication, associating, best practices, Title IX, rational, productivity, opportunity, breakeven, prime real-estate, maximum profit, price, product, promotion, profit, vendors, event coordinator, event manager, exhibit coordinator, exhibit manager, economics, microeconomics, macroeconomics, financial economics, managerial economics, revenue, profit, profit motive, profit utility, demand, location, price, supply, conversion, cross price, equilibrium, mid-price demand, discrimination, fixing, mark up, switch, lump sum, monthly amount borrowed, background check form, driver license, drug test form, insurance card, prestige, promotional, psychological, volume, ticket scalper, expenses, budget, product enhancement, product extensions, product line, product mix, decision making process, Maslow's Hierarchy of Needs, esteem, physiological, self-actualization, social, co-payment, guarantee, warranty, brand recognition, status, price, sales, taxes, product life cycle, decline, growth, introduction, maturity, marketing research, casual, client-side, exploratory, syndicated, excel, outlook, PowerPoint, word, direct mail questionnaire, online survey, social media posting, telemarketing, cross, mean, medium, flexible, geographic, causes and charity, customer appreciation, product giveaway, themed, billboard, commercial, direct mailing, local advertisement, logos, impulse, limited, routine, ACT, EPA, FEME, OSHA, Clayton Antitrust, Curt Flood, National Labor Relations, Sherman Antitrust, monopolies, price discrimination, price fixing, taxation, endorsement, licensing, logo allowance, sponsorship, copyright, symbols, publicity, trademark.

Student Tasks:

- Identify the different business related high school organizations
- Understand business concepts such as networking, marketing, and advertisement.
- Have an understanding of laws and policies associated with sports, both amateur and professional
- Understand basic economic principles and concepts associated with business and marketing
- Know and identify roles and positions related to businesses, events, and sports
- Interpret supply and demand graphs and charts
- Know how the US government affects business regulations
- Compute wages, income, interest, and other formulas related to business

- Know Maslow's Hierarchy of Needs and how it's associated with business and marketing
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