

Course Title: Sports, Recreation, and Entertainment Applications (EDITS)**Course Number:** 8827420

NGSSS Benchmark	Content Focus	Number of Questions	Suggested Cognitive Complexity (per CPALMS)
Reporting Category 1: Select a sports, recreation, and entertainment marketing industry for career planning			
08.01 30.01	Identify current employment opportunities in the sport, recreation, and entertainment marketing field	2 1	1 Level 1 1 Level 2
08.02 30.02	Identify sources of information for career planning including the Internet.	2 1	1 Level 2 1 Level 3
08.04 30.04	Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career	1	1 Level 2 1 Level 1
08.05 30.05	Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career. No Written Items	2	1 Level 1 1 Level 3
Reporting category total:		7	3
Reporting Category 2: Demonstrate application of distribution to the sports, recreation, and entertainment marketing industry.			
09.01 31.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services	2	1 Level 2 1 Level 3 1 Level 1
09.02 31.02	Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry	1	1 Level 2
09.03 31.03	Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry. No Items Written	1	1 Level 1
09.07 31.07	Explain relationship between sport, recreation, and entertainment customer service and distribution	2	2 Level 2
Reporting category total:		6	5
Reporting Category 3: Demonstrate application of financing to the selected sport, recreation, and entertainment marketing industry.			
10.01 32.01	Explain financial concepts used in making sport, recreation, and entertainment marketing decisions	1 2	2 Level 2
10.02 32.02	Explain concept of financial administration	1	1 Level 4 1 Level 2
10.03 32.03	Explain difference between income (credit) and expense (debit).	2	1 Level 1 1 Level 3

10.05 32.05	Identify various types of credit policies and procedures. No Written Items	2	1 Level 2 1 Level 3
10.06 32.06	Explain purposes and importance of credit.	1	1 Level 1 1 Level 2
10.08 32.08	Compare and contrast the use of different credit applications	1	1 Level 1
10.09 32.09	Discuss industry concepts of price, profit, competition, and productivity	4	1 Level 1 2 Level 2 1 Level 3
10.10 32.10	Identify and explain the components of a budget for a sport, recreation, and entertainment program	2 1	1 Level 2 1 Level 4
Reporting category total		10	12
Reporting Category 4: Demonstrate applications of product/service planning to the sports, recreation and entertainment marketing industry.			
11.01 33.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities	2 1	1 Level 2 1 Level 3
11.02 33.02	Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation).	5 2	1 Level 1 2 Level 2 1 Level 4 1 Level 3
11.03 33.03	Explain importance of customer satisfaction to the sport, recreation, and entertainment industry.	1 2	1 Level 1 1 Level 2
11.04 33.04	Explain importance of product and service technology as it relates to customer satisfaction No Written Items	1	1 Level 2
11.05 33.05	Identify sources of sport, recreation, and entertainment product knowledge. No Written Items	1	1 Level 1
11.07 33.07	Explain product and service quality as applicable grades and industry standards No Written Items	2	1 Level 1 1 Level 2
11.09 33.09	Explain warranties and guarantees	2	1 Level 1 1 Level 2
11.11 33.11	Describe factors used by marketers to position products/business	2 1	1 Level 2
11.12 33.12	Identify stages of and discuss impact of product life cycle.	4 2	2 Level 1 2 Level 2 1 Level 3
Reporting category total		20	10
Reporting Category 5: Demonstrate application of marketing-information management to the sports, recreation and entertainment marketing industry			
12.01 34.01	Explain process of marketing-information management	3 1	1 Level 1 2 Level 2

12.03 34.03	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.	1	1 Level 1
12.04 34.04	Identify procedures for gathering information using technology	2 1	1 Level 1 1 Level 2
Reporting category total		6	3
Reporting Category 6: Demonstrate price application for the sports, recreation and entertainment marketing industry			
13.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value No Written Items	3	1 Level 2 2 Level 3
13.02 35.02	Explain pricing objectives, policies, and strategies	3 1	1 Level 1 1 Level 2 1 Level 3
13.03 35.03	Explain price-marking techniques	2 1	1 Level 1
13.04 35.04	Explain procedures for changing prices	1	1 Level 1
Reporting category total		9	3
Reporting Category 7: Demonstrate promotion application for the sports, recreation and entertainment marketing industry			
14.02 36.02	Identify types of promotion used in the sport, recreation, and entertainment industry	2 1	1 Level 1 1 Level 2
14.04 36.04	Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry	2 1	2 Level 2 1 Level 1
14.05 36.05	Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry	2 1	1 Level 1 1 Level 2
Reporting category total		6	3
Reporting Category 8: Demonstrate purchasing applications to the sports, recreation and entertainment marketing industry			
15.01 37.01	Explain relationship between stock turnover and purchasing No Written Items	2	1 Level 3 1 Level 4
15.03 37.03	Explain types of purchasing	2	1 Level 1 1 Level 2
Reporting category total		4	2
Reporting Category 9: Demonstrate applications of safety and risk-management to the sports, recreation and entertainment marketing industry.			
16.01 38.01	Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace No Written Items	1	1 Level 2
16.02 38.02	List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents	2 1	1 Level 1 1 Level 2
16.05 38.05	Explain procedures for handling and reporting accidents No Written Items	2	2 Level 3
16.06 38.06	Identify components of an effective security plan for a sport, recreation, and entertainment program	2 1	1 Level 1 1 Level 2

Reporting category total		7 2	
Reporting Category 10: Demonstrate application of selling to the sports, recreation and entertainment marketing industry			
17.03 39.03	Describe the appropriate relationship between buyer and seller	1	1 Level 1
17.07 39.07	Identify sales techniques to aid customers/clients in making buying decisions	1 2	1 Level 1 1 Level 2
17.09 39.09	Describe types of sales quotas and reasons for their use No Written Items	2	1 Level 2 1 Level 3
Reporting category total		4 3	
Reporting Category 11: Demonstrate an understanding of Entrepreneurship			
18.01	Define "entrepreneurship."	1	1 Level 1
18.02	Discuss role of the entrepreneur in the domestic and global economy	2 1	1 Level 2
18.04	Identify economic principles of entrepreneurship	1	1 Level 1
18.06	Analyze current entrepreneurial trends in the marketplace No Written Items	1	1 Level 3
18.07	Discuss importance of ethics in business	1	1 Level 2
18.09	Outline steps in planning a new business. No Written Items	2	2 Level 3
18.10	Identify types and sources of government regulations and taxation that may affect a business.	2 1	1 Level 1 1 Level 3
Reporting category total		10 5	
Reporting Category 12: Explain and discuss licensing, sponsorships, and endorsements in sports, recreation and entertainment marketing industry			
29.01 41.01	Explain the licensing industry and process	1	1 Level 1
29.02 41.02	Define and describe copyright and trademark laws	2 1	1 Level 1
29.03 41.03	Differentiate between licensing, sponsorship, and endorsements	3 1	1 Level 1 2 Level 2
29.06 41.06	Define exclusivity as a part of licensing	1	1 Level 2
29.07 41.07	Describe sponsorship criteria	1	1 Level 2
Reporting category total		8 4	
Reporting Category 13: Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing			
31.01 43.01	Define and explain the differences between public relations and publicity	2 1	1 Level 2 1 Level 3
31.02 43.02	Compare and contrast internal and external public relations. Construct letters to the media concerning a sport, recreation, and/or entertainment event No Written Items	2	1 Level 2 1 Level 3

Overall Percentage for Written Test: __100%__

Overall Percentage for Performance Tasks: __0%__