



Department of Teaching & Learning
Parent/Student Course Information

Advanced Sports Entertainment Recreation Marketing and
Advanced Sports Entertainment Recreation Marketing Co-Op

(ME8177 & ME8178)

One Year, One Credit

Grades 11-12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

In this course students will build on prior knowledge of sports, entertainment, and recreation marketing. This course focuses on the principles of management and planning supported by research, financial, economic, ethical, and legal concepts. Students will be able to plan and execute an event, establish a sports, entertainment, or recreation marketing product/business, and develop a career plan. Academics skills (mathematics, science, English, and history/social science) related to the content area are a part of this course. Computer/technology applications supporting the course are studied.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

PREREQUISITE

Sports Entertainment & Recreation Marketing

OPTIONS FOR NEXT COURSE

Enrollment for the Advanced Entrepreneurship & Innovation course should be based on student performance, teacher recommendation and parent input.

REQUIRED STUDENT TEXTBOOK

None

COMPETENCIES

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.

- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

Describing the Economics of the Industry

- 39 Describe U.S. economic indicators and their effect on the sports and entertainment (SE) industries.
- 40 Describe the local, regional, and global economic impact of SE.
- 41 Identify cultural and political environments and their economic impact on global SE.

Explaining the Structure of SE

- 42 Explain the advantages and disadvantages of operating as a for-profit or not-for-profit organization.
- 43 Explore the different types of organizational structures within the SE industries.

Exploring Entrepreneurship in SE

- 44 Explore entrepreneurship opportunities related to SE marketing.
- 45 Identify the characteristics of an entrepreneur.
- 46 Identify the steps of establishing a business.
- 47 Describe the impact of small businesses on the economy.

Developing Customer Service Skills

- 48 Respond to inquiries and suggestions from customers, coworkers, and supervisors in a sports and entertainment context.
- 49 Explain company policy to a customer in a sports and entertainment context.

Exploring SE Management

- 50 Define the role of the SE marketing manager.
- 51 Examine the competencies and skills successful SE marketing managers possess.
- 52 Identify functions successful marketing managers must perform with consumers, partners, and employees.
- 53 Evaluate the marketing manager's role in decision-making for campaigns, employees, and partners.
- 54 Evaluate various SE marketing management employment opportunities.
- 55 Evaluate SE marketing management levels on an organizational chart.
- 56 Explain facilities management as it relates to the SE industries.
- 57 Explain on-site merchandising and concessions as they relate to SE facilities.
- 58 Identify online merchandise methods as they relate to the SE industries.
- 59 Explore niche markets in the SE industries.

Exploring Ethical Issues in SE

- 60 Identify ethical issues related to SE industries.
- 61 Examine social and environmental responsibility in relation to SE marketing.
- 62 Analyze the effects of biased media.
- 63 Describe the values of sports and entertainment to the community.

Exploring the Legal Aspects of SE

- 64 Explain the risk management and its relationship to the SE marketing industry.
- 65 Identify purposes, types, and terms of contracts.
- 66 Examine the role of labor and antitrust law in the SE industries.
- 68 Describe the impact of the American with Disabilities Act (ADA) on SE events and facilities.
- 69 Describe the impact of laws and regulations in the SE industries.
- 70 Describe the impact of national, state, and local laws and regulations on SE.
- 71 Identify the purpose of licensing.

Understanding Market Research

- 72 Explain market research and its use in the SE industry.
- 73 Explain the need for market research for all functions of marketing.
- 74 Identify sources of data for market research in SE industries.
- 75 Describe external factors affecting the SE marketing process.
- 76 Describe the steps in developing a market research project.
- 77 Develop a market research project.
- 78 Evaluate the results of a market research project.

Exploring Revenues and Expenditures

- 80 Identify revenue sources related to SE industries.
- 81 Identify expenditures related to SE industries.
- 82 Identify the components of a budget.
- 83 Analyze financial statements.

Managing Safety and Security

- 84 Explain the importance and types of indoor and outdoor security (life and property safety).
- 85 Describe partnerships with safety and security professionals or agencies.
- 86 Explain the security and safety needs of a venue.
- 87 Explain the use of emergency preparedness plans to address threats to a venue.

Understanding Event Management

- 88 Explain the process for planning an event.
- 89 Describe factors that motivate consumers to attend sports and entertainment events.
- 90 Explain how event popularity and competitive factors relate to attendance.
- 91 Analyze personnel needs for an event.
- 92 Analyze the financial resources required for each activity or task for an event.
- 93 Develop a marketing plan for an event.
- 94 Develop a budget for an event.
- 95 Develop follow-up activities to recognize/thank participants after the event.

Developing Career Goals

- 98 Identify career and employment-related information sources.
- 99 Identify career opportunities at different levels in SE.
- 100 Describe education and training needed for an SE management career.
- 102 Identify professional development opportunities in the SE industries.
- 103 Collect information about a prospective employer.
- 104 Develop a career plan.

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Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs, activities, employment, or enrollment, and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-33, 6-7, 7-48, 7-49, 7-57 and Regulations 4-4.1, 4-4.2, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, enrollment, counseling services, physical education and athletic, vocational education, instructional materials, extracurricular activities and employment.

Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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