

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

**Grade:** Grade 9 - 12

**Course:** Sports and Entertainment Marketing I

**NCCTE.MH31** - Sports and Entertainment Marketing I

**NCCTE.MH31.01.00** - Understand career planning, marketing, product management, selling, and promotion for the sport and event industries.

**NCCTE.MH31.01.01** - Acquire information about the sport/event industry to aid in making career choices. (PD:115), (PD:107)

**NCCTE.MH31.01.02** - Understand sport/event marketing

**NCCTE.MH31.01.03** - Acquire information about the sport/event industry to aid in making career choices. (PD:051)

**NCCTE.MH31.01.04** - Employ product mix strategies to meet customer expectations. (PM:079)

**NCCTE.MH31.01.05** - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:188), (SE:209)

**NCCTE.MH31.01.06** - Position product/services to acquire desired business image. (PM:141), (PM:139), (PM:140), (PM:142)

**NCCTE.MH31.01.07** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:175)

**NCCTE.MH31.01.08** - Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010) (SUPPLEMENTAL)

**NCCTE.MH31.01.09** - Process the sale to complete the exchange. (SE:461) (SUPPLEMENTAL)

**NCCTE.MH31.01.10** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:193), (PR:194)

**NCCTE.MH31.02.00** - Understand marketing-information management for the sport and event industries.

**NCCTE.MH31.02.01** - Implement organizational skills to improve efficiency and workflow. (OP:142), (OP:102) (SUPPLEMENTAL)

**NCCTE.MH31.02.02** - Utilize project-management skills to improve workflow and minimize costs. (OP:001) (SUPPLEMENTAL)

**NCCTE.MH31.02.03** - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:245)

**NCCTE.MH31.02.04** - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:246)

**NCCTE.MH31.02.05** - Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making. (IM:247), (IM:186), (IM:248)

**NCCTE.MH31.02.06** - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:249)

**NCCTE.MH31.03.00** - Understand marketing planning and promotion for the sport and event



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industries.

**NCCTE.MH31.03.01** - Select target market appropriate for product/business to obtain the best return on marketing investment. (MP:037), (MP:038)

**NCCTE.MH31.03.02** - Understand promotional channels used to communicate with targeted audiences. (PR:177)

**NCCTE.MH31.03.03** - Understand the use of an advertisement's components to communicate with targeted audiences. (PR:014)

**NCCTE.MH31.03.04** - Understand the use of direct marketing to attract attention and to build brand. (PR:164), (PR:301), (PR:240), (PR:276), (PR:299)

**NCCTE.MH31.03.05** - Develop content for use in marketing communications to create interest in product/business/idea. (PR:163), (PR:179), (PR:122) (SUPPLEMENTAL)

**NCCTE.MH31.03.06** - Understand the use of direct marketing to attract attention and to build brand. (PR:165)

**NCCTE.MH31.03.07** - Develop content for use in marketing communications to create interest in product/business/idea. (PR:362), (PR:166)

**NCCTE.MH31.03.08** - Manage media planning and placement to enhance return on marketing investment. (PR:180), (PR:009), (PR:010), (PR:181), (PR:104)

**NCCTE.MH31.04.00** - Understand selling, promotion, product/service management and pricing for the sport and event industries.

**NCCTE.MH31.04.01** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:318)

**NCCTE.MH31.04.02** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:192)

**NCCTE.MH31.04.03** - Utilize publicity to inform stakeholders of business activities. (PR:057), (PR:182), (PR:183), (PR:184), (PR:185), (PR:186) (SUPPLEMENTAL)

**NCCTE.MH31.04.04** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:142), (PR:191)

**NCCTE.MH31.04.05** - Position company to acquire desired business image. (PM:144)

**NCCTE.MH31.04.06** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:189), (PR:190)

**NCCTE.MH31.04.07** - Develop a foundational knowledge of pricing to understand its role in marketing. (PI:047), (PI:048)

**NCCTE.MH31.04.08** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:187), (PR:188)

**NCCTE.MH31.04.09** - Perform pre-sales activities to facilitate sales presentation. (SE:315), (SE:067)

**NCCTE.MH31.04.10** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:316), (SE:317)

