

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Sports and Entertainment Marketing II

NCCTE.MH32 - Sports and Entertainment Marketing II

NCCTE.MH32.01.00 - Understand product management, business law, economics, professional development, marketing-information management, information management, promotion, and selling for the sport and event industries.

NCCTE.MH32.01.01 - Position product/services to acquire desired business image. (PM:143)

NCCTE.MH32.01.02 - Acquire knowledge of commerce laws and regulations to continue business operations. (BL:058)

NCCTE.MH32.01.03 - Analyze cost/profit relationships to guide business decision-making. (EC:053)

NCCTE.MH32.01.04 - Acquire information about the sport/event industry to aid in making career choices. (PD:279)

NCCTE.MH32.01.05 - Determine global trade's impact on business decision-making. (EC:059)

NCCTE.MH32.01.06 - Collect secondary marketing data to ensure accuracy and adequacy of information for decision making. (IM:187)

NCCTE.MH32.01.07 - Utilize information-technology tools to manage and perform work responsibilities. (NF:185)

NCCTE.MH32.01.08 - Interpret marketing information to test hypotheses and/or to resolve issues. (IM:191)

NCCTE.MH32.01.09 - Acquire information to guide business decision-making. (NF:065)

NCCTE.MH32.01.10 - Report findings to communicate research information to others. (IM:192), (IM:193)

NCCTE.MH32.01.11 - Manage promotional activities to maximize return on promotional investments. (PR:155)

NCCTE.MH32.01.12 - Perform pre-sales activities to facilitate sales presentation. (SE:324)

NCCTE.MH32.01.13 - Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:325)

NCCTE.MH32.01.14 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:319), (SE:321)

NCCTE.MH32.01.15 - Manage promotional activities to maximize return on promotional investments. (PR:211)

NCCTE.MH32.02.00 - Understand selling, promotion, and marketing-information management for the sport and event industries.

NCCTE.MH32.02.01 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:322)

NCCTE.MH32.02.02 - Manage promotional activities to maximize return on promotional investments. (PR:212)



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NCCTE.MH32.02.03 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:348), (SE:323)

NCCTE.MH32.02.04 - Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:326)

NCCTE.MH32.02.05 - Utilize publicity/public-relations activities to create goodwill with stakeholders. (PR:136), (PR:195)

NCCTE.MH32.02.06 - Employ sales-promotion activities to inform or remind customers of business/product. (PR:198), (PR:199), (PR:213), (PR:214)

NCCTE.MH32.02.07 - Position products/services to acquire desired business image. (PR:151), (PR:153)

NCCTE.MH32.02.08 - Work with advertising agency to create marketing communications. (PR:081)

NCCTE.MH32.02.09 - Manage promotional activities to maximize return on promotional investments. (PR:210), (PR:098), (PR:076), (PR:209)

NCCTE.MH32.03.00 - Understand customer relationships, quality assurance, pricing, product/service management, and financial analysis for the sport and event industries.

NCCTE.MH32.03.01 - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:314)

NCCTE.MH32.03.02 - Understand operation's role and function in business to value its contributions to a company. (OP:343)

NCCTE.MH32.03.03 - Employ pricing strategies to determine prices. (PI:049), (PI:006), (PI:046), (PI:033)

NCCTE.MH32.03.04 - Employ product-mix strategies to meet customer expectations. (PM:166), (PM:148), (PM:149)

NCCTE.MH32.03.05 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:320)

NCCTE.MH32.03.06 - Employ product-mix strategies to meet customer expectations. (PM:086), (PM:147)

NCCTE.MH32.03.07 - Control sales activities to meet sales goals/objectives. (SE:327)

NCCTE.MH32.03.08 - Identify potential business threats and opportunities to protect a business's financial well-being. (FI:596), (FI:597)

NCCTE.MH32.03.09 - Implement quality assurance processes to minimize potential loss. (OP:345), (OP:093)

NCCTE.MH32.03.10 - Employ product-mix strategies to meet customer expectations. (PM:150)

NCCTE.MH32.04.00 - Understand business decision making and marketing planning for the sport and event industries.

NCCTE.MH32.04.01 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:182), (IM:252)

NCCTE.MH32.04.02 - Acquire information to guide business decision making. (NF:187)



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NCCTE.MH32.04.03 - Apply quality assurances to enhance product/service offerings. (PM:146)

NCCTE.MH32.04.04 - Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). (MP:036), (MP:005)

NCCTE.MH32.04.05 - Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012), (MP:014), (MP:018)

NCCTE.MH32.04.06 - Assess marketing strategies to improve return on marketing investment (ROMI). (MP:022)

