
Coal City Unit District #1
Sports and Entertainment Marketing
Career and Technical Curriculum

CTE.SEM:1 Students will demonstrate knowledge of basic marketing terms and concepts. (NBES MRK 4)

CTE.SEM:1-1 Define marketing terms.

CTE.SEM:1-2 Compare the differences between marketing mix and marketing functions.

CTE.SEM:1-3 Illustrate a product life cycle.

CTE.SEM:1-4 Identify and explain characteristics of a Target Market.

CTE.SEM:1-5 Define Market Research and apply it to a product of a company/brand.

CTE.SEM:1-6 Distinguish between a trademark, brand, and logo.

CTE.SEM:2 Students will demonstrate knowledge of league ownership and promotion. (NBES ENTRE 6)

CTE.SEM:2-1 Explain how new leagues are founded.

CTE.SEM:2-2 Explain how leagues are marketed.

CTE.SEM:2-3 Compare revenues and expenses of ownership.

CTE.SEM:2-4 Identify how endorsements are used within the marketing process.

CTE.SEM:3 Students will demonstrate knowledge of public relations. (NBES COM 1)

CTE.SEM:3-1 Define public relations terminology.

CTE.SEM:3-2 Explain purpose and concepts behind public relations.

CTE.SEM:3-3 Analyze actual press conferences.

CTE.SEM:3-4 Prepare a press release.

CTE.SEM:3-5 Conduct an actual press conference.

CTE.SEM:4 Students will demonstrate knowledge of advertising and promotions. (NBES MRK 4)

CTE.SEM:4-1 Define advertising terms.

CTE.SEM:4-2 Explain demographics.

CTE.SEM:4-3 Distinguish between the types of advertising medium.

CTE.SEM:4-4 Recognize the advantages and disadvantages of each type of advertising medium.

CTE.SEM:4-5 Develop a product and advertise it through at least three types of mediums.

CTE.SEM:5 Students will demonstrate knowledge of marketing products. (NBES MRK 1)

- CTE.SEM:5-1 Explain marketing mix.
- CTE.SEM:5-2 Explain steps to marketing new products using promotions and sponsorships.
- CTE.SEM:5-3 Define product placement and identify how it is used within the industry.
- CTE.SEM:5-4 Develop a new promotion and sponsorship for a product/service.
- CTE.SEM:5-5 Analyze how promotion and sponsorship affect a companies income statement.

CTE.SEM:6 Students will demonstrate knowledge of entertainment marketing. (NBES 4)

- CTE.SEM:6-1 Explain the basics of entertainment marketing.
- CTE.SEM:6-2 Define terms associated with the entertainment industry.
- CTE.SEM:6-3 Utilize entertainment ratings and popularity data to identify trends within the industry.
- CTE.SEM:6-4 Develop a script for a television show or sitcom.