



Course Title: Sports & Entertainment Marketing 1a/1b

State: WA

State Course Title: Sports & Entertainment Marketing

State Standards: Career and Technical Education

Percentage of Course Aligned: 100%

Standards	Course Title (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers	How Standard is Taught	How Standard is Assessed	Standard Rating (Fully Met / Partially Met / Not Met)
1. Demonstrate industry identified competencies while integrating state and national core standards comprised of a sequenced progression of multiple courses that are technically intensive and rigorous.						
1.1 Current industry defined standards, as evidenced in the curriculum frameworks, endorsed by a local advisory committee, and approved by the CTE program supervisors at OSPI. 1.1.a The level of competency is defined by industry or national standards. 1.1.b In the absence of national or state standards, locally developed, industry-defined standards will be validated by program-specific advisory committee. 1.1.c Aligns with post-secondary education allowing for articulated credit, where applicable.	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Industry standards are covered throughout this course	All Assessments	Fully Met
1.2 Curriculum based on identified need and developed and maintained in consultation with program specific advisory committees.	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Industry standards are covered throughout this course	All Assessments	Fully Met
1.3 Safe and appropriate environments that support CTE standards. 1.3.a Facilities and equipment meet or exceed the related federal, state and county safety standards. 1.3.b Laboratories and equipment meet industry training standards and facility safety standards. 1.3.c Learning and training stations are of sufficient quantity to assure safe and appropriate supervision, delivery of instruction and student skill development.	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 2	Individual skills for success in the workplace	In-Unit Exercises	Fully Met
1.4 Certified CTE teachers with appropriate certification, knowledge, skills and occupational experience. 1.4.a After initial certification and five years of teaching, certified CTE teachers should gain additional experience in one or more of the jobs or careers in their teaching area. This experience should take place every five years	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Courses are taught by certified instructors as per individual school district requirements	All Assessments	Fully Met
1.5 Extended learning into the community. 1.5.a Extended learning is managed and/or supervised by certified CTE teachers.	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 4	Skills and traits for a career in marketing, pre-career planning measures	Critical Thinking 1-5	Fully Met
1.6 Assessment of student competency of knowledge and skills as determined by industry defined standards.	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Industry standards are covered throughout this course	All Assessments	Fully Met
1.7 Instruction that develops an understanding of all aspects of an industry associated with a specific CTE course.	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Industry standards are covered throughout this course	All Assessments	Fully Met
1.8 Work-based learning opportunities as identified in the Washington State work-based learning document.	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lessons 1, 4	Understanding key skills to enhance the functionality of the workplace	Critical Thinking 5, Discussion 1	Fully Met
1.9 Instruction leads to state/nationally recognized industry assessment or certification necessary for employment or job advancement in that field and/or articulated college credit leading to post-secondary education.	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 2	Preparing for your career path; students report on preparing for an informational interview	Critical Thinking 3, Activity 1, Discussion 1	Fully Met
2. Demonstrate leadership skills and employability skills.						

<p>2.1 Leadership and employability skill development for all students is a required and integral component of all CTE courses.</p> <p>2.1.a These leadership and employability skills are identified in the CTE Core Leadership Skills document, CTE Core Employability Skills document and/or 21st Century Skills document.</p> <p>2.1.b These leadership and employability skills are integrated in the approved curriculum framework and applied in real-world family, community, business and industry applications.</p> <p>2.1.c These skills are developed and practiced at the highest professional level through integration of aligned state-recognized Career and Technical Student Organizations (CTSOs).</p> <p>2.1.d Locally developed leadership plans must demonstrate that these skills are developed and practiced at the highest level through classroom integration of individual, group and community programs and activities.</p>	Sports and Entertainment Marketing 1b	Unit 3: Professionalism in the Workplace	Lesson 2	Individual skills for success in the workplace	Critical Thinking 1, 2, Discussion 2	Fully Met
3. Demonstrate employment readiness and/or preparation for postsecondary options using state and local programs of study, including;						
<p>3.1 Information about post-secondary education, training options, industry certifications, and employment.</p>	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 2	Preparing for your career path; students report on preparing for an informational interview	Critical Thinking 3, Activity 1, Discussion 1	Fully Met
<p>3.2 Articulation with apprenticeship programs and post-secondary education, where feasible.</p>	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 2	Preparing for your career path; students report on preparing for an informational interview	Critical Thinking 3, Activity 1, Discussion 1	Fully Met
<p>3.3 Opportunities for nontraditional and special populations to receive training.</p>	Sports and Entertainment Marketing 1a	Unit 6: Career Investigation and Planning	Lesson 2	Preparing for your career path; students report on preparing for an informational interview	Critical Thinking 3, Activity 1, Discussion 1	Fully Met
<p>3.4 The utilization of data from student follow-up surveys to improve courses.</p>	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Students have the opportunity to provide feedback at the end of the course and this data is applied to course updates	All Assessments	Fully Met
<p>3.5 The utilization of current national, state or regional labor market information to demonstrate occupational need.</p>	Sports and Entertainment Marketing 1ab	All Units	All Lessons	Industry standards are covered throughout this course	All Assessments	Fully Met