

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: **Sports & Entertainment Market A**
School: _____ Test Number: **416**
Students in course: _____ Date: _____
Students tested: _____
Students who passed performance objectives at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

1. Develop a Sports Marketing Plan and an associated Promotion Plan for a sports property or event. (Standard 08.0903-0503 & 08.0903-0704)

Include five (5) of twelve (12) elements in the Marketing Plan

- Executive Summary
- Introduction
- Situation Analysis
- Target Market Identification
- Goals
- Strategies
- Implementation
- Evaluation
- Scheduling
- Season and Game Summary
- Ticketing and Sales Goals
- Price Promotions/Theme Nights

Include five (5) of twelve (12) elements in the Promotion Plan

- Press Release/News Release
- Advertising Schedule
- TV Storyboard
- Radio Script
- Internet/e-Commerce Advertisement
- Retailer Promotion
- In-Game Give Away
- Sports Website/Sports BLOG Ad
- Print Ad – Newspaper/Magazine/Direct Mail
- Outdoor/Transit Advertisement
- Venue Advertisement
- Group/Season Sales Campaign

2. Develop a Sponsorship Proposal for a sports property or event. (Standard 08.0903-0602)

Each performance is documented and kept on file by the teacher for two years.
(Check the documentation method used)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____