



TENNESSEE DEPARTMENT OF
EDUCATION
 DIVISION OF CAREER AND TECHNICAL EDUCATION

**Sports and Entertainment Marketing
 Retired Course Standards Crosswalk**

Sports and Entertainment Marketing Content	Revised Courses	Standard Content	Standards
Viable Industry Standard 1	<i>Hospitality & Tourism Exploration</i>	Hospitality Industry Segments	Standard 4
Product Research Standard 2	<i>Hospitality Marketing</i>	The Role of Marketing	Standards 8, 9, 10
Facility Planning Standard 3	<i>Hospitality Marketing</i>	Promotional Concepts	Standard 16
Product Planning Standard 4	<i>Hospitality Marketing</i>	The Role of Marketing	Standard 8
Advertising as a Promotional Tool Standard 5	<i>Hospitality Marketing</i> <i>Hospitality Marketing</i>	The Role of Marketing Promotional Concepts	Standard 5, 6 Standards 13, 14, 15, 16
Public Relations Standard 6	<i>Advertising and Public Relations</i>	Found in this course	
Event Planning Standard 7	<i>Event Planning and Management</i>	Planning Stages Event Planning & Timetable	Standards 3, 4, 5, 6, 7 Standard 8
Sports & Entertainment Sponsorship Standard 8	<i>Hospitality Marketing</i>	Promotional Concepts	Standards 14, 15

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Ticketing Marketing Strategies Standard 9	Removed this content		
Organizational & Leadership Skills Standard 10	**Alignment in all CTE Courses	All CTE courses include alignment to their respective CTSOs. The CTE division in the Tennessee Department of Education will release materials aligning specific DECA competitive events with the Tennessee State Standards in Literacy for Technical Subjects. This will give teachers additional tools to help students meet the rigorous standards of the revised courses and CTSO competitive events.	
Academic Integration Standard 11	**Alignment in all CTE Courses	The revised standards reflect support of general education standards through the instruction of CTE content. Teachers are not expected to teach general education standards; rather they should be able to show the application of these concepts in a contextual way.	
Safety Guidelines & Regulations Standards 12	**Alignment in all CTE Courses	All courses should include safety guidelines and regulations as a part of teaching all aspects of industry. Safety should reflect industry requirements.	
Work-based Learning Standard 13	<i>Work-Based Learning: Career Practicum</i>	Students who participate in WBL activities such as apprenticeships, internships, or cooperative education (co-op) may earn high school credit through Work-Based Learning: Career Practicum (6105) when they meet the standards for that course through their placement.	