Georgia CTAE

Hospitality and Tourism (2021)

Adopted 2021

Advanced Sports and Entertainment Marketing (8.485)

MKT-ASEM-1. Demonstrate employability skills required by business and industry. MKT-ASEM-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-ASEM-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-ASEM-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-ASEM-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-ASEM-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-ASEM-1.5
6. Present a professional image through appearance, behavior and language. MKT-ASEM-1.6

MKT-ASEM-2. Evaluate the significance and components of sports and entertainment marketing as a viable industry. MKT-ASEM-2

1. Evaluate the sports and entertainment industry as a viable segment of the economy. MKT-ASEM-2.1
2. Analyze the components of the marketing mix as they relate to the sports and entertainment industry. MKT-ASEM-2.2
3. Evaluate the importance of marketing to the sports and entertainment industry. MKT-ASEM-2.3
4. Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas including green technology/marketing. MKT-ASEM-2.4
5. Research the career opportunities available in the sports and entertainment industry. MKT-ASEM-2.5

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MKT-ASEM-3. **Analyze the importance of planning, organizing, implementing, and controlling sports and entertainment events.** MKT-ASEM-3

1. Determine the four functions of management. MKT-ASEM-3.1
2. Differentiate between the six principles of management. MKT-ASEM-3.2
3. Recognize various organizational structures and management styles utilized in the sports and entertainment industry. MKT-ASEM-3.3

MKT-ASEM-4. **Construct a strategic management plan.** MKT-ASEM-4

1. Describe the three levels of strategy (i.e. corporate strategies, business strategies, and functional strategies). MKT-ASEM-4.1
2. Examine the advantages and risks involved during the strategic management process. MKT-ASEM-4.2
3. Explain the development phase of the strategic management process to include policies, procedures, rules, and environmental analysis. MKT-ASEM-4.3
4. Develop a strategic plan utilizing the following tools: (1) environmental scanning, (2) Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis if a company is being evaluated or Porter's Five Forces Analysis if an industry is being evaluated, (3) benchmarking, (4) scenario building, and (5) strategic fits. MKT-ASEM-4.4
5. Explain the nature of channel-member relationships. MKT-ASEM-4.5
6. Explain legal consideration in channel management. MKT-ASEM-4.6

MKT-ASEM-5. **Examine operations management and control as they apply to sports and entertainment marketing.** MKT-ASEM-5

1. Select an idea and conduct a feasibility study. MKT-ASEM-5.1
2. Develop a budget and a logistics/operations plan. MKT-ASEM-5.2
3. Develop a site and a security plan. MKT-ASEM-5.3
4. Implement a plan which meets the Americans with Disabilities Act requirements. MKT-ASEM-5.4

MKT-ASEM-6. **Describe the importance of organizing and staffing for sports and entertainment events.** MKT-ASEM-6

1. Develop teamwork and collaboration skills needed to reach a common goal. MKT-ASEM-6.1
2. Develop and implement timelines to have successful and profitable sports and entertainment events. MKT-ASEM-6.2
3. Develop internal and external communication systems (i.e. memo, team meetings, email/web communications, etc.). MKT-ASEM-6.3

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Г-ASEM-7. **Dissect the decision making process and analyze several forms of decision making.** MKT-ASEM-7

1. Compare and contrast the types of decisions. MKT-ASEM-7.1
2. Differentiate between the various decision making styles. MKT-ASEM-7.2
3. Evaluate the various techniques used in group decision making (i.e. brainstorming, the Delphi technique, etc.). MKT-ASEM-7.3

MKT-ASEM-8. Interpret legal and ethical behaviors as they relate to the sports and entertainment marketing field. MKT-ASEM-8

1. Analyze the impact of labor unions on the sports and entertainment industry. MKT-ASEM-8.1
2. Explain licensing, leasing, and royalty agreements. MKT-ASEM-8.2
3. Discuss the significance of Title IX. MKT-ASEM-8.3
4. Discuss the federal laws that have an impact on the sports and entertainment industry. MKT-ASEM-8.4
5. Explain the legal consideration for pricing. MKT-ASEM-8.5
6. Identify consumer protection provisions of appropriate agencies. MKT-ASEM-8.6
7. Describe the use of business ethics in promotion. MKT-ASEM-8.7
8. Describe the regulations of promotion. MKT-ASEM-8.8
9. Explain business ethics in product/service management. MKT-ASEM-8.9
10. Explain business ethics in selling. MKT-ASEM-8.10
11. Describe the nature of selling regulations. MKT-ASEM-8.11

MKT-ASEM-9. Evaluate the management functions necessary for college, amateur, and professional sports. MKT-ASEM-9

1. Discuss the role of the National Collegiate Athletic Association (NCAA) relative to the sports industry. MKT-ASEM-9.1
2. Explain the importance of management for professional sports. MKT-ASEM-9.2
3. Identify the characteristics and roles of sports agents, team owners, and general manager. MKT-ASEM-9.3
4. Determine the economic impact of a major sporting event for a city or community. MKT-ASEM-9.4
5. Evaluate the management functions necessary for other categories of sports. MKT-ASEM-9.5

MKT-ASEM-10. Examine the role of sales promotion and advertising as promotional tools in sports and entertainment marketing. MKT-ASEM-10

1. Investigate the use of product placement. MKT-ASEM-10.1
2. Discuss the relevance of the element of promotion in the sports and entertainment industry. MKT-ASEM-10.2

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3. Develop a promotional plan for sports and entertainment events. MKT-ASEM-10.3
4. Develop a direct mail offer for sports and entertainment products and events. MKT-ASEM-10.4
5. Explain the benefits of sponsorship to the sponsor and discuss endorsements and their restrictions. MKT-ASEM-10.5
6. Choose the appropriate media vehicles for a sport/event (i.e. specific print advertising, radio station, TV, etc.). MKT-ASEM-10.6
7. Identify "out of the box" sales promotion ideas for sports and entertainment events. MKT-ASEM-10.7
8. Create and issue a script for game day promotions. MKT-ASEM-10.8
9. Describe the use of venue signage and select appropriate signage for a sports and entertainment event. MKT-ASEM-10.9
10. Design sport/event logo, program, and tickets. MKT-ASEM-10.10
11. Describe the use of technology in promotion including streaming connectivity to fans at events, interactive, and social media. MKT-ASEM-10.11
12. Define the importance of branding in sports and entertainment marketing. MKT-ASEM-10.12

MKT-ASEM-11. Examine the role of public relations and publicity as a promotional tool in sports and entertainment marketing. MKT-ASEM-11

1. Write a press release for a sports or entertainment marketing event. MKT-ASEM-11.1
2. Develop and generate a sport/event newsletter. MKT-ASEM-11.2
3. Discuss the importance of media relations. MKT-ASEM-11.3
4. Plan a media day for a sport or event. MKT-ASEM-11.4
5. Compare and contrast the advertising media used in sports and entertainment marketing events. MKT-ASEM-11.5

MKT-ASEM-12. Implement strategies needed to collect, organize process, transmit, and communicate research information. MKT-ASEM-12

1. Explain the purpose of sports and entertainment marketing research. MKT-ASEM-12.1
2. Explain the steps in the marketing research process as it applies to the sports and entertainment industry. MKT-ASEM-12.2
3. Summarize and analyze marketing research data. MKT-ASEM-12.3
4. Evaluate the impact of target marketing in the sports and entertainment industry. MKT-ASEM-12.4
5. Describe regulations of marketing-information management. MKT-ASEM-12.5

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6. Discuss the nature of marketing research problems/issues. MKT-ASEM-12.6
7. Describe methods used to design marketing research studies (i.e. descriptive, exploratory, and casual). MKT-ASEM-12.7
8. Discuss the nature of sampling plans (i.e. who, how many, how chosen). MKT-ASEM-12.8
9. Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). MKT-ASEM-12.9
10. Explain the use of diaries (e.g. product, media-use, contact). MKT-ASEM-12.10
11. Explain the use of descriptive statistics in marketing decision-making. MKT-ASEM-12.11
12. Identify sources of error in a research project (e.g. response errors, interviewer errors, non-response errors, sample design). MKT-ASEM-12.12
13. Evaluate questionnaire design (e.g. types of questions, questions wording, routing, sequencing, length, and layout). MKT-ASEM-12.13
14. Assess appropriateness of marketing research for the problem/issue (e.g. research methods, sources of information, timeliness of information, etc.). MKT-ASEM-12.14

MKT-ASEM-13. Examine the elements of risk associated with the industry of sports and entertainment marketing. MKT-ASEM-13

1. Define risk. MKT-ASEM-13.1
2. Describe the categories of risk. MKT-ASEM-13.2
3. Analyze the four strategies for risk management. MKT-ASEM-13.3
4. Explain the need for sport/event insurance. MKT-ASEM-13.4
5. Explain the legal issues and risk as they relate to each area in sports and entertainment marketing in regards to logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties. MKT-ASEM-13.5

Culinary Arts I (20.5321)

HOSP-CAI-1. Demonstrate employability skills required by business and industry. HOSP-CAI-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. HOSP-CAI-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. HOSP-CAI-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. HOSP-CAI-1.3

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4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. HOSP-CAI-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills. HOSP-CAI-1.5
6. Present a professional image through appearance, behavior and language. HOSP-CAI-1.6

HOSP-CAI-2. Examine and apply the principles of food sanitation and safety in foodservice operations and kitchen environments to achieve a nationally recognized food safety certificate. HOSP-CAI-2

1. Identify the characteristics of potentially hazardous foods, recognize risks associated with high risk populations, and list the reasons of keeping food safe through SERVSAFE applications. HOSP-CAI-2.1
2. Identify personal behaviors that can contaminate food and demonstrate good personal hygiene and health habits, including proper hand washing. HOSP-CAI-2.2
3. Identify and categorize microorganisms related to food spoilage and food-borne illnesses; describe their requirements and methods for growth. HOSP-CAI-2.3
4. List and identify the major reasons for and recognize signs of food spoilage and contamination. HOSP-CAI-2.4
5. Identify and describe methods to prevent biological, chemical and physical contaminants and methods to prevent contamination of food and differentiate between food-borne intoxication, infections and toxin-mediated infections. HOSP-CAI-2.5
6. Identify common allergens and major food-borne illnesses, including associated symptoms, and methods of prevention. HOSP-CAI-2.6
7. Demonstrate proper receiving and storage of both raw and prepared foods, including identification of appropriate storage temperatures for perishable and semi-perishable foods. HOSP-CAI-2.7
8. List and demonstrate food handling, preparation and storage techniques that prevent cross contamination between raw and ready-to-eat foods and between animal or fish, including sources of other potentially hazardous food products. HOSP-CAI-2.8
9. Identify the factors that affect the growth of food-borne pathogens, FAT TOM, and explain how time and temperature guidelines can reduce growth of microorganisms. HOSP-CAI-2.9
10. Examine current types and proper uses of cleaning materials and sanitizers and demonstrate procedures for cleaning and sanitizing utensils, equipment, and facilities. HOSP-CAI-2.10

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11. Demonstrate waste disposal and recycling methods and describe appropriate measures for insect, rodent, and pest control. HOSP-CAI-2.11
12. Demonstrate maintenance of necessary records to document time and temperature control, employee health, equipment maintenance, and other food preparation and storage. HOSP-CAI-2.12
13. Describe food security and identify differences between food safety and food security. HOSP-CAI-2.13
14. Identify and re-examine basic safety practices such as lifting and carrying, including basic first aid. HOSP-CAI-2.14
15. Identify the principles of Hazard Analysis and Critical Control Points (HACCP), relating to the flow of food through the foodservice operation. HOSP-CAI-2.15
16. Identify the history, purpose and requirements of Occupational Safety and Health Administration (OSHA) relating to food-service operations and emphasize the use of equipment, such as meat slicers and mandolines and age restrictions of employees. HOSP-CAI-2.16
17. Follow state and local sanitation and safety codes. HOSP-CAI-2.17
18. Demonstrate the proper use, care, and cleaning of commercial food-service equipment and facilities. HOSP-CAI-2.18
19. Validate student's knowledge and understanding of the food safety and sanitation principles by administering to the student a nationally recognized food safety certification assessment such as SERVSAFE's Food Protection Manager Certification. (Students who do not successfully pass the SERVSAFE or equivalent national exam must pass an academically challenging and rigorous "in-house" exam similar to the national assessments). HOSP-CAI-2.19

HOSP-CAI-3. Acquire and apply basic knowledge of using and maintaining professional kitchen equipment. HOSP-CAI-3

1. Demonstrate proper procedures for cleaning and maintaining professional kitchen equipment including ranges, convection ovens, deep fat fryers, steam cabinets, floor mixers, steam jacket kettles, tilt skillets, grills, griddles, microwave ovens, refrigerators and freezers, etc. HOSP-CAI-3.1
2. Demonstrate operation of professional kitchen equipment to include but not limited to ranges, mixers, microwave ovens, steam cabinets, deep fat fryers, steam tables, ranges, broilers, and reach-in refrigerators and freezers, etc. HOSP-CAI-3.2
3. Demonstrate the proper manual cleaning for dishes, glassware, flatware, pots and pans, etc. HOSP-CAI-3.3
4. Demonstrate the proper dish machine cleaning procedures for dishes, glassware, flatware etc. (if applicable). HOSP-CAI-3.4

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5. Show how to properly store food supplies in reach-in and walk-in refrigerators, and walk-in freezers. HOSP-CAI-3.5
6. Demonstrate the proper use of the various measuring tools such as ladles, scales, scoops, and measuring cups and spoons to weigh, measure, and portion. HOSP-CAI-3.6
7. Demonstrate proper use of food processors, table top mixers, blenders, brewing equipment for coffee and tea, ice cream freezers, portable induction ranges, portable butane burners. HOSP-CAI-3.7
8. Explain the function and use of hot and cold holding and serving equipment. HOSP-CAI-3.8
9. Demonstrate the proper use of chemicals used in the kitchen, including detergents, degreasers, oven cleaners and sanitizers. HOSP-CAI-3.9
10. Demonstrate an understanding of the rules, legal and safety issues regarding the use of a meat slicer and where applicable the operation of a meat slicer. HOSP-CAI-3.10
11. Demonstrate, with instructor supervision, the various uses of a mandoline. HOSP-CAI-3.11
12. Distinguish between the various metals and the properties used for small wares, pots and pans, and fixed equipment. HOSP-CAI-3.12

HOSP-CAI-4. Demonstrate basic knowledge in business and culinary math skills. HOSP-CAI-4

1. Identify and use weights and measures to demonstrate proper scaling and measurement techniques including both U.S. measurements and metric measurements. HOSP-CAI-4.1
2. Demonstrate, solve, and apply standard recipe conversions. HOSP-CAI-4.2
3. Convert standardized recipes to metric measurements. HOSP-CAI-4.3
4. Develop and use a list of equivalent measurements of various ingredients HOSP-CAI-4.4
5. Calculate "as purchased" and "edible portions" yields for various food items including vegetables, meats, poultry and seafood HOSP-CAI-4.5

HOSP-CAI-5. Identify and demonstrate the principles and processes of cooking in a professional kitchen. HOSP-CAI-5

1. Identify and demonstrate the use of fresh and dried herbs and spices, spice blends, oils, vinegars, marinades, and dry rubs. HOSP-CAI-5.1
2. Apply effective "mise en place" through lab practice. HOSP-CAI-5.2
3. Demonstrate competency skills for the proper knife cuts such as julienne, battonet, brunoise, paysanne, small, medium, and large dice, rondele, concasse and oblique. HOSP-CAI-5.3

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4. Demonstrate cooking techniques such as blanching and sweating. HOSP-CAI-5.4
5. Discuss applicability to a food-service operation of convenience, value-added, further processed, or par-cooked food items. HOSP-CAI-5.5
6. Fabricate a whole chicken and explain the concept of cost and wholesale/retail pricing on whole versus parts. HOSP-CAI-5.6

HOSP-CAI-6. Examine the various cooking methods, techniques, and preparations such as dry heat, combination and moist heat methods. Perform basic food preparations of poultry, meat, dairy, fruits, and vegetables using proper commercial kitchen equipment and techniques to examine these fundamental methods, as applied in a commercial kitchen. HOSP-CAI-6

1. Prepare a variety of food ingredients and recipes using moist heat cooking method including blanching, boiling, steaming, and poaching. HOSP-CAI-6.1
2. Prepare a variety of food ingredients and recipes using dry cooking methods, including sauté, pan frying, deep-frying, baking, roasting, grilling, and broiling. HOSP-CAI-6.2
3. Prepare a variety of ingredients and recipes using combination-cooking methods including braising and stewing. HOSP-CAI-6.3
4. Define and prepare basic chicken, vegetable and meat stocks. HOSP-CAI-6.4
5. Define and prepare sauces including the five mother sauces and their common derivatives HOSP-CAI-6.5
6. Define and prepare soup types including consommé, clear and cream soups, regional and international soups. HOSP-CAI-6.6
7. Identify and prepare various breakfast foods to include breakfast meats, eggs, cereals, and batter products. HOSP-CAI-6.7
8. Roast whole garlic and utilize in a recipe. HOSP-CAI-6.8

HOSP-CAI-7. Identify and apply fundamentals of baking in the preparation and production of baked food products and will identify and use equipment normally found in the bakeshop. HOSP-CAI-7

1. Define basic baking terms; identify fixed equipment, small wares and utensils used in baking and describe their proper use and care. HOSP-CAI-7.1
2. Identify ingredients used in baking, describing their properties, and listing their functions and uses in recipes. HOSP-CAI-7.2
3. Convert baking recipes to metric measurements. HOSP-CAI-7.3
4. Define baker's formula for use in recipes development and demonstrate the use of a baker's scale. HOSP-CAI-7.4

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5. Prepare non yeast baked goods to include biscuits, quick breads, muffins, basic pie dough, fruit pies, and cookie varieties using recipes converted to metric measurements. HOSP-CAI-7.5

HOSP-CAI-8. Examine the nutritional concepts that affect the food service industry today with emphasis on a healthy diets, allergies, and obesity issues. HOSP-CAI-8

1. Analyze and develop a daily and week personal menu that reflects the RDI values including the six major nutrients and caloric daily intakes. HOSP-CAI-8.1
2. Identify and demonstrate appropriate serving sizes and portion control as related to dietary needs as compared to current industry trends with specific emphasis on obesity. HOSP-CAI-8.2
3. Examine current trends and issues in food and nutrition, fad diets and proper weight loss techniques and discuss how they fit in healthy menu options. HOSP-CAI-8.3

HOSP-CAI-9. Apply fundamentals of human relations and management skills in both personal and professional aspects and levels. HOSP-CAI-9

1. Identify and exhibit appropriate oral and written communications on a personal and professional level. HOSP-CAI-9.1
2. Identify and research management leadership and describe leadership qualities such as honesty and integrity, fairness, responsible behavior, ethical work habits, passion for goals, positive attitude, initiative, enthusiasm and empathy. HOSP-CAI-9.2
3. Select a management crisis situation and role play the scenario and solutions to managing the situation. HOSP-CAI-9.3
4. Research proper dress, dining etiquette, verbal communication skills and appropriate behaviors during a job interview and perform a mock job interview with student demonstrating proper dress, behavior and communication skills. HOSP-CAI-9.4
5. Research the various "do's and don'ts" of the behaviors involved in being employed. HOSP-CAI-9.5
6. Prepare or update personal resume; prepare job applications, letters of recommendations and thank you notes. HOSP-CAI-9.6
7. Maintain a personal portfolio to include documents supporting skills and creative talents, awards, assessments, etc. HOSP-CAI-9.7
8. Identify and research legal issues of employment to include sexual harassment, discriminations, American Disabilities Act, work hour issues, overtime pay, progress discipline, terminations; Georgia "Right to Work" status, I-9 forms, and E-Verify program. HOSP-CAI-9.8
9. Analyze stress and conflict resolution in the workplace. HOSP-CAI-9.9

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HOSP-CAI-10. Identify and apply menu planning fundamentals for various food-service types and for various diets and allergies. HOSP-CAI-10

1. Identify and research basic written menu planning principles discussing the various types of restaurant menus: a la carte, table d'hote, California, du jour, and cycle and their importance to the overall operation of the facility. HOSP-CAI-10.1
2. Identify and describe various foodservice restaurant styles such as quick service, casual, family dining, institutional (contract food services), and fine dining. HOSP-CAI-10.2
3. Identify menu requirements for various diets such as food allergies, vegetarian, reduced sodium, and/or low calorie. HOSP-CAI-10.3
4. Analyze various restaurant menus and identify standard menu layout and design concept. HOSP-CAI-10.4
5. Create and design a menu layout for a fictitious restaurant with menu item descriptions that follow established truth-in-menu guidelines. Define terminology for classical French garnishes for hot foods and incorporate in menu descriptions. HOSP-CAI-10.5
6. Write a catering menu for a fictitious catering business using descriptive selling terminology to include entrees, salads, appetizers, beverages and desserts. HOSP-CAI-10.6

HOSP-CAI-11. Identify various foods used in a commercial kitchen and bake shop and analyze the purchasing procedures for each. HOSP-CAI-11

1. Analyze the requirements for selecting food, chemical, and disposable product purveyors. HOSP-CAI-11.1
2. Research the concept of product purchasing specifications and their importance in purchasing decisions and identify product specifications for purchasing meat, poultry, seafood, dairy and staple food items. HOSP-CAI-11.2
3. Identify terminology used to classify sizes, types and quantities of meats, poultry, seafood, dairy products, fresh fruits and vegetables, canned food products, including definitions such as can sizes and bushel and peck measurements. HOSP-CAI-11.3
4. Research methods for determining price comparisons on specified products based on wholesale purveyor price lists. HOSP-CAI-11.4
5. Using a wholesale price list determine the recipe cost per serving for various recipes used in your kitchen labs. HOSP-CAI-11.5
6. Research and explain the effect seasonality of fresh fruit and vegetables has on availability and pricing and the impact on menu planning and purchasing decisions. Including the pros and cons related to product sustainability, food miles, and "carbon footprints." HOSP-CAI-11.6

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Culinary Arts II (20.5331)

HOSP-CAII-1. Demonstrate employability skills required by business and industry. HOSP-CAII-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. HOSP-CAII-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. HOSP-CAII-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. HOSP-CAII-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. HOSP-CAII-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills. HOSP-CAII-1.5
6. Present a professional image through appearance, behavior and language. HOSP-CAII-1.6

HOSP-CAII-2. Identify skills, certifications, and experience required for careers in the hospitality, tourism and foodservice industries. HOSP-CAII-2

1. Identify various state and national culinary arts schools both public and private and requirements for admissions and cost for completion. HOSP-CAII-2.1
2. Review the various American Culinary Federation (ACF) levels of certification for chefs and list the requirements for certified culinarian, sous chef, executive chef, and pastry chef. Other related food-service tracks to research: restaurants (Georgia Restaurant Association - GRA), hotels (Georgia Hotel and Lodging Association - GHLA), nutrition (Greater Atlanta Dietetic Association - GADA), research (Research Chefs Association - RCA), culinary professionals (International Association of Culinary Professionals - IACP), and foodservice professionals (Society Foodservice Professionals - SFP). HOSP-CAII-2.2
3. Research the industry association that supports student's career choices and find the certification track for that career and list the levels of certification and requirements. HOSP-CAII-2.3
4. Identify and describe types of establishments, job titles, duties, employment opportunities, and benefits at local, state, and national levels for both chefs and food service managers. HOSP-CAII-2.4
5. Identify, describe, and discuss the roles, responsibilities, and various salaries the various members of a management team can earn. HOSP-CAII-2.5

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SP-CAII-3. Demonstrate competency in the commercial food preparation of all menu categories to produce a variety of food products. HOSP-CAII-3

1. Define cuisine and identify elements and characteristics of each regional, ethnic, and international cuisines. Include cuisines such as but not limited to American Regional, French, Hispanic, Italian, and Asian. HOSP-CAII-3.1
2. Prepare cuisine recipes using a variety of menu category selections. HOSP-CAII-3.2
3. Fabricate chicken, fish, pork, and/or beef. HOSP-CAII-3.3
4. Prepare fabricated/purchased products of chicken, fish/shellfish, pork and beef using moist, dry heat and/or combination cooking methods. HOSP-CAII-3.4
5. Prepare beef/veal, poultry, fish/seafood stocks and utilize in the preparations of various sauces and soups. HOSP-CAII-3.5
6. Prepare espagnole sauce and demi glace HOSP-CAII-3.6
7. Prepare a "glace" from prepared chicken stock. HOSP-CAII-3.7
8. Prepare a variety of soups including clear and cream, regional/international as well as cold vegetable and fruit soups. HOSP-CAII-3.8
9. Prepare and use in recipes a variety of grains such as couscous, barley, quinoa, and grits. HOSP-CAII-3.9
10. Prepare and use in recipes, such as black bean soup, a variety of legumes, including lentils, and split peas. HOSP-CAII-3.10
11. Prepare a wide variety of fresh vegetables using dry and moist cooking methods. Include beets, parsnips, carrots, cabbage, Brussels sprouts, greens (collards, kale, and spinach), asparagus, broccoli and peas." HOSP-CAII-3.11
12. Prepare various rice varieties using 1-2-3 method, pilaf method, and risotto method. HOSP-CAII-3.12
13. Prepare a variety of fresh pasta and appropriate complementary sauces. HOSP-CAII-3.13
14. Truss a chicken and roast and prepare sauces or gravies from pan drippings. HOSP-CAII-3.14
15. Prepare a variety of potatoes utilizing various recipes and various dry and moist heat cooking methods. HOSP-CAII-3.15
16. Identify and prepare a variety of fruits and tropical fruits utilizing various recipes and dry and moist heat cooking methods. HOSP-CAII-3.16

HOSP-CAII-4. Discuss and practice Garde Manger. HOSP-CAII-4

1. Identify various buffet display serving pieces to include polished trays, mirrors, vases, chafing dishes, table covers, china platters and bowls, floral and vegetables centerpieces, etc. HOSP-CAII-4.1

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2. Research and identify various methods for preserving foods including the use of salt, hot and cold smoking, brining, pickling and drying and prepare a variety of canned items such as pickles, chutneys, salsas and relishes, as well as various recipes using HOSP-CAII-4.2
3. Identify cheese classifications and compare by tasting variety of cheeses. HOSP-CAII-4.3
4. Research and prepare cheese and fruit displays. HOSP-CAII-4.4
5. Prepare fresh cheeses such as mozzarella and ricotta and use in a recipe. HOSP-CAII-4.5
6. Prepare of variety of salads using pastas, grains, rice, beans and legumes, fresh fruit and vegetables, seafood, poultry and meats and other proteins. HOSP-CAII-4.6
7. Identify and use appropriate fresh flowers and platter garnishes on display pieces. HOSP-CAII-4.7
8. Using vegetables and/or fruit create and present a centerpiece of floral themed carved garnishes and decorations. Include a variety of fruits and vegetables for flower carvings, such as tomato roses, radish flowers, onion flowers, and carrot carvings. HOSP-CAII-4.8
9. Create and display fruit baskets, including fresh and/or dried fruits. HOSP-CAII-4.9
10. Create and display a carved melon basket. HOSP-CAII-4.10
11. Research the art of charcuterie and the preparations of galantines, quenelles, pate, terrines, mousse, and force meats for sausage making and prepare a breakfast sausage. HOSP-CAII-4.11
12. Research ingredients, various preparation methods and legal requirements for sushi/sashimi and prepare sushi using cooked seafood, such as California rolls. HOSP-CAII-4.12
13. Research, prepare, and display hot and cold hors d'oeuvres and canapés HOSP-CAII-4.13
14. Plan and execute a theme banquet to include table layout and design, and food presentation using platters, bowls, mirrors, chafers, etc. Menu should consist of items appropriate to the selected theme to include but not limited to hors d'oeuvres, canapes, relishes, salsas, chutneys, fruit & cheese displays, carved vegetable displays, salads and dressings and include examples of student display work in the table layout and design. HOSP-CAII-4.14

HOSP-CAII-5. Demonstrate and master the commercial preparation of all fundamental bakery categories to produce a variety of baked, pastry, and dessert products. HOSP-CAII-5

1. Demonstrate the proper principles of baking and identifying recipe formulas used to increase and decrease recipes, as well as baking ingredients. HOSP-CAII-5.1

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2. Apply the proper principles of baking to recipes (Use recipes converted to the metric system of measure) including the following items, not limited to:
custards, crème brule, crème anglaise, ice creams, mousse (custard and gelatin); pate a choux (cream puffs and éclairs); fruit coulis and sauces (caramel, chocolate);
cream, gelatin based and fruit pies with lattice and crumb toppings; fruit cobblers; fruit tarts;
brownies, cookies (7 types or classifications);
cream cheesecakes;
cakes and icings; yeast breads and rolls; and
gelatin (powder and sheet) products), such as Bavarians HOSP-CAII-5.2
3. Demonstrate the proper procedure for melting chocolate and use in recipes. HOSP-CAII-5.3
4. Demonstrate proper procedure for tempering chocolate and making decorative garnishes and candies. HOSP-CAII-5.4
5. Research principles of dessert presentation and plating and present all recipe preparations for proper plating in order to maximize visual appeal. HOSP-CAII-5.5

HOSP-CAII-6. Identify and apply dining room operations. HOSP-CAII-6

1. List and describe the rules and responsibilities of all dining room personnel, as well as the various types of service delivery such as cafeteria, quick service, buffet, and table. HOSP-CAII-6.1
2. Explain the role of quality service and how customer satisfaction directly affects the success of a food-service establishment HOSP-CAII-6.2
3. Demonstrate the similarities and differences between American, French, English, Russian, and self-service styles of dining. HOSP-CAII-6.3
4. Describe and demonstrate tableside preparations, including a la'minute dishes, carving meats, slicing desserts, and salad preparations. HOSP-CAII-6.4
5. Describe various procedures for processing guest checks, including point of sale (POS) terminals HOSP-CAII-6.5
6. Describe sales techniques and practices for food service personnel, including menu knowledge and suggestive selling. HOSP-CAII-6.6

HOSP-CAII-7. Identify and create a conceptual food-service operation and identify the requirements needed for successful operations management. HOSP-CAII-7

1. Create and develop a conceptual restaurant's theme, cuisine, menu, marketing plan/brochure, facility layout and interior design, restaurant name, and written menu based on principles of menu design and menu descriptions. HOSP-CAII-7.1

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2. Identify general requirements to start up the conceptual restaurant, including but not limited to the following:
Purveyors and availability of seasonal and cuisine related products;
Location of restaurant and restaurants in area competing for customers; Kitchen equipment requirements based on menu; Availability of property either land or existing buildings for restaurant;
Customer demographics;
Insurance, state and local licenses, health department requirements; Advertising and marketing sources;
Employee pool availability/recruitment; salaries and wages; area cost of living; Other employee related expenses, i.e. insurance costs, uniforms; Fixed expenses, i.e. utilities, lease/mortgage costs, supplies, depreciation, advertising/marketing, paper and chemicals supplies; Funds needed for startup expenses including investments for kitchen/dish room equipment, building construction or renovations, dining room furniture and fixtures; small wares, i.e. china, glassware, flatware, serving;
Budget to include revenues, food costs, labor costs and employee insurance expenses, and other costs;
Profit or loss projections; and
Return on Investment (ROI). HOSP-CAII-7.2

HOSP-CAII-8. Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events. HOSP-CAII-8

1. Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of Family, Career and Community Leaders of America (FCCLA) HOSP-CAII-8.1
2. Explain how participation in FCCLA can promote lifelong responsibility for community service, professional growth and development. HOSP-CAII-8.2
3. Explore the impact and opportunities FCCLA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs. HOSP-CAII-8.3
4. Explore the local, state, and national opportunities available to students through participation in FCCLA including but not limited to conferences, competitions, community service, philanthropy, and other FCCLA activities. HOSP-CAII-8.4

Hospitality, Recreation and Tourism Essentials (8.453)

MKT-HRTE-1. Demonstrate employability skills required by business and industry. MKT-HRTE-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-HRTE-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-HRTE-1.2

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3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-HRTE-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-HRTE-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-HRTE-1.5
6. Present a professional image through appearance, behavior and language. MKT-HRTE-1.6

MKT-HRTE-2. **Analyze the hospitality, recreation, and tourism industry in relationship to historical developments/changes, broad segments of the markets and various motivations for travel.** MKT-HRTE-2

1. Distinguish among the terms that are commonly interchanged: hospitality, hotel and lodging, food and beverage, tourism, recreation, catering, institutional food, event planning, convention and trade shows, ecotourism. MKT-HRTE-2.1
2. Chart the evolution of the major industry segments: travel, recreation, tourism and hospitality. MKT-HRTE-2.2
3. Identify and describe different types of travelers and motivations for travel, e.g., business, leisure, and visiting friends and relatives. MKT-HRTE-2.3
4. Explain the concept and importance of seasonality in the hospitality industry. MKT-HRTE-2.4

MKT-HRTE-3. **Assess the varied aspects of tourism by determining the impact on the local, state, national, and international economies, the importance of successful positioning in the target consumers' minds and the competitive nature of the industry.** MKT-HRTE-3

1. Illustrate the competitive nature of the tourism industry. MKT-HRTE-3.1
2. Research to determine the amount of money spent on hospitality, travel, and tourism marketing at the local, state, national, and international levels. MKT-HRTE-3.2
3. Evaluate the potential return on investment per dollars spent on tourism. MKT-HRTE-3.3
4. Chart the economic impact of tourism on various countries focusing on global leaders as well as developing nations. MKT-HRTE-3.4
5. Identify and describe factors that impact the profit margins of different types of businesses in the hospitality, recreation, and tourism industry. MKT-HRTE-3.5

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6. Identify and describe key websites that provide up-to-date information for Hospitality, Recreation and Tourism professionals to use in meeting the needs of business and leisure travelers (i.e., add key web sites here). MKT-HRTE-3.6
7. Substantiate the importance of industry-related resources including the local Convention and Visitors Bureaus (CVBs), Georgia Department of Industry, Trade, and Tourism, and the Southeastern Tourism Society. MKT-HRTE-3.7

MKT-HRTE-4. Develop a basic knowledge of world geography and be able to discuss the relationship of geography to climates, major destinations, travel issues and concerns, and upcoming trends in destination hotspots. MKT-HRTE-4

1. Identify and describe distinguishing traits (i.e., geographic locations, time zones, climate, terrain, etc.) of selected destinations. MKT-HRTE-4.1
2. Define and discuss the following terms and concepts: traveling across time zones, prime meridian, International Date Line, and jet lag. MKT-HRTE-4.2
3. Categorize various types of travel destinations based on geographic locations. MKT-HRTE-4.3
4. Debate issues associated with international travel versus domestic travel. MKT-HRTE-4.4
5. Evaluate the markets of major travel destinations. MKT-HRTE-4.5
6. Investigate travel warnings and concerns based upon U.S. State Department briefings. MKT-HRTE-4.6
7. Identify and describe markets feeding directly into the United States' tourism industry. MKT-HRTE-4.7
8. Explore travelers' differing standards and expectations in relation to domestic to international markets. MKT-HRTE-4.8

MKT-HRTE-5. Explore the application of marketing and business fundamentals as they apply to the hospitality, recreation, and tourism industry. MKT-HRTE-5

1. Identify and explain various target or niche markets in the hospitality, research, and tourism industries and identify the products and services created for these markets. MKT-HRTE-5.1
2. Describe the advantages and disadvantages of marketing hospitality of marketing hospitality, travel and tourism products and services on the internet and on social media sites. MKT-HRTE-5.2
3. Explain pricing structures for hospitality, recreation, and tourism products and services. MKT-HRTE-5.3
4. Describe the types of promotional strategies and media used to promote hospitality, recreation, and tourism industries. MKT-HRTE-5.4

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5. Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package. MKT-HRTE-5.5
6. Calculate the return on investment (ROI) for promotional strategies. MKT-HRTE-5.6
7. Analyze different marketing strategies used to reach various markets based on generational marketing. MKT-HRTE-5.7

MKT-HRTE-6. Examine the lodging industry and determine how companies use marketing to achieve the goals and objectives of the facility. MKT-HRTE-6

1. Discuss the differences among target markets in the hotel/lodging industry. MKT-HRTE-6.1
2. Distinguish between amenities and services provided by limited and full service lodging properties. MKT-HRTE-6.2
3. Classify various types of lodging properties (e.g., hotels, motels, resorts, timeshares, bed & breakfasts, country inns, camp grounds, dude ranches, casinos, etc.) based on operations, target markets, location and other factors. MKT-HRTE-6.3
4. Classify properties based on various categories (amenities, seasonality, theme, inclusiveness and destination). MKT-HRTE-6.4
5. Identify and describe trends in the use of technology in the hotel/lodging industry, including the use of property management systems, as well as consumer and business websites such as Trip Advisor, Expedia, Travelocity, Hotels.com, and others. MKT-HRTE-6.5
6. Differentiate among franchises, branded properties, chains, independents, and management companies as forms of lodging operational structures. MKT-HRTE-6.6
7. Compare and contrast international lodging chains to domestic chains. MKT-HRTE-6.7
8. Research the rating guidelines for the lodging industry including the AAA-Diamond rating system, Forbes Travel Guide (5-star), and the Hotel and Travel Index's class system. MKT-HRTE-6.8

MKT-HRTE-7. Examine food and beverage operations in the hospitality, recreation, and tourism industry. MKT-HRTE-7

1. Define the following terms and differentiate among them: banquet, catering, specialized dining, public cafeterias, hospital cafeterias, business cafeterias, and concessions. MKT-HRTE-7.1
2. Discuss the career opportunities in the food and beverage industry and emphasize various management positions. MKT-HRTE-7.2
3. Analyze the elements necessary for successfully operating food and beverage business operations. MKT-HRTE-7.3

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4. Identify and define the roles of the Front of the House employees including hostess, food server, bartender, bussers, and other personnel. MKT-HRTE-7.4
5. Identify and define the roles of Back of the House employees including executive chef, sous chef, expeditor, steward, garde manger, patissier/pattissiere hospitality, recreation, and tourism. MKT-HRTE-7.5

MKT-HRTE-8. Analyze the transportation options (cruise and ferry, air, rail and ground transportation) available to various destinations in the U.S. and abroad. MKT-HRTE-8

1. Discuss the differences among target markets in the hotel/lodging industry Differentiate among the major types of passenger cruise ships. MKT-HRTE-8.1
2. Explore cruise ship offerings such as accommodations, and other products and services. MKT-HRTE-8.2
3. Discuss the similarities between a cruise ship vacation and a land based hotel vacation. MKT-HRTE-8.3
4. Compare and contrast the various types and usage of ground transportation such as rail, bus, limousines, shuttles and rental cars. MKT-HRTE-8.4
5. Identify widely used global distribution systems such as Sabre, Galileo, Worldspan, and AMADEUS. MKT-HRTE-8.5
6. Evaluate the role of travel agencies in the hospitality, recreation and tourism industry by exploring the advantages and disadvantages of using a travel agent. MKT-HRTE-8.6
7. Explore the effectiveness of bus transportation in tour operations including the planning of itineraries and turnkey operations. MKT-HRTE-8.7
8. Examine the history of the airline industry emphasizing the importance of the hub & spoke system, the use codes for airlines, airports, and cities. MKT-HRTE-8.8
9. Research the following terms and concepts within the airline industry: no shows, bumping, overbooking, compensation, excess baggage, and frequent flyer programs. MKT-HRTE-8.9
10. Explore security regulations emphasizing the role of Homeland Security and the Transportation Security Administration (TSA). MKT-HRTE-8.10

MKT-HRTE-9. Assess the importance of human relations, communications, and ethical conduct in relation to the hospitality, recreation and tourism industry. MKT-HRTE-9

1. Categorize the personality traits that are needed to succeed in the hospitality, recreation and tourism industry. MKT-HRTE-9.1

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2. Determine ways to establish repeat business through successful customer service and loyalty programs. MKT-HRTE-9.2
3. Examine the importance of ethics in hospitality, recreation and tourism industries. MKT-HRTE-9.3
4. Identify and describe the importance of employee retention and training. MKT-HRTE-9.4
5. Explore and discuss the work ethic required for success in the hospitality, recreation and tourism industry MKT-HRTE-9.5
6. Identify the generation gaps in the workplace and discuss the need to manage generational diversity in the workplace MKT-HRTE-9.6
7. Determine the possible repercussions of professional image decisions (tattoos, piercings, hair colors, etc.) on employment and upward career mobility 9.8 Research written information and develop presentations using software to communicate formal and informal ideas with diverse audiences. MKT-HRTE-9.7
9. Interpret verbal and nonverbal behaviors to communicate with clients and coworkers. MKT-HRTE-9.9

MKT-HRTE-10. Determine the importance of group, convention and meeting planning as a vital segment of the HRT industry y. MKT-HRTE-10

1. Distinguish among and association of meeting planner, an independent meeting planner, and a corporate meeting planner. MKT-HRTE-10.1
2. Identify and describe the vendors important to conventions, trade shows, etc. (including hotels, decorations, catering, entertainment, photography, audio and visual technology, and transportation). MKT-HRTE-10.2
3. Demonstrate the basic tasks an event planner must perform (e.g., organizing an event, developing a budget, and choosing a location). MKT-HRTE-10.3
4. Analyze the economic impact that conventions, trade shows, special events, and group sales have on the local, state, and national economies. MKT-HRTE-10.4
5. Determine the role of destination management companies (DMCs). MKT-HRTE-10.5
6. Determine the economic impact of group business on hotels, retailers, restaurants, and entertainment venues in a city. MKT-HRTE-10.6
7. Evaluate the sources of group business, including corporate, government, educational, and special interest groups. MKT-HRTE-10.7
8. Explore the growth of the entertainment industry as a source of business for group travel in the HRT industry. MKT-HRTE-10.8

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MKT-HRTE-11. **Explore the recreation industry segment and the role played in the overall HRT market.** MKT-HRTE-11

1. Evaluate trends in the eco-tourism market and the outcomes for the recreation industry. MKT-HRTE-11.1
2. Explore businesses operating in the recreation tourism industry such as ropes courses, rafting/kayaking/canoeing, hiking, teambuilding camps, canopy tours, hot air ballooning, etc. MKT-HRTE-11.2
3. Define green space initiatives including local, state, and national parks and recreation programs. MKT-HRTE-11.3
4. Investigate state and national historic sites. MKT-HRTE-11.4
5. Determine the role of risk management in the HRT industry (including discussions about liability insurance, OSHA regulations, and staff training). MKT-HRTE-11.5

MKT-HRTE-12. **Analyze HRT initiatives related to conducting business in global and sustainable environment.** MKT-HRTE-12

1. Explore cultural issues related to potential travelers to the United State and other countries. MKT-HRTE-12.1
2. Investigate the need for sustainability in HRT industries in relation to environmental issues, profitability, as well as civic and social responsibility. MKT-HRTE-12.2
3. Analyze global business opportunities including expansion into foreign markets, establishment of foreign partnerships, foreign subsidiaries, franchises, and direct opportunities. MKT-HRTE-12.3
4. Analyze the current legislation impacting the HRT industry in Georgia and across the nation. MKT-HRTE-12.4

Hospitality, Recreation and Tourism Management (8.454)

MKT-HRTM-1. **Demonstrate employability skills required by business and industry.** MKT-HRTM-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-HRTM-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-HRTM-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-HRTM-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-HRTM-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-HRTM-1.5

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6. Present a professional image through appearance, behavior and language. MKT-HRTM-1.6

MKT-HRTM-2. Draw conclusions about the social, environmental, economic, and consumer factors that impact the hospitality, recreation, and tourism industry and its development. MKT-HRTM-2

1. Describe major components of the hospitality, recreation, and tourism industries. MKT-HRTM-2.1
2. Provide examples of the hospitality industry existing in the 17th, 18th, and 19th centuries. MKT-HRTM-2.2
3. Identify and explain careers and salary potential within the hospitality, recreation, and tourism industry. MKT-HRTM-2.3
4. Develop a career ladder for occupations in the hospitality, recreation, and tourism industry. MKT-HRTM-2.4
5. Predict the overall economic impact of the hospitality, recreation, and tourism industry on cities, states, and nations. MKT-HRTM-2.5
6. Determine the economic interdependencies between the hotel/lodging segment and the travel/tourism segment of the hospitality, recreation, and tourism industry. MKT-HRTM-2.6
7. Determine the cultural, social, and economic impact of the hospitality, recreation, and tourism industry on society. MKT-HRTM-2.7

MKT-HRTM-3. Develop the leadership and management skills needed by upwardly mobile employees in successful hospitality, recreation, and tourism facilities. MKT-HRTM-3

1. Pursue the business and marketing skills needed for a successful career in hotel/lodging facilities. MKT-HRTM-3.1
2. Develop the social and leadership skills needed for a successful career in the hotel/lodging industry. MKT-HRTM-3.2
3. Identify and provide examples of training opportunities in lodging that focus on the importance of customer service. MKT-HRTM-3.3
4. Distinguish between management and leadership in the hotel/lodging industry. MKT-HRTM-3.4
5. Identify and describe the work ethic needed for career advancement in the hospitality, recreation, and tourism industry (e.g., skill sets, work schedules, travel/relocation, teamwork, communication skills, flexibility and adaptability etc.). MKT-HRTM-3.5
6. Research and organize relevant material and use spreadsheet and /or database software to produce graphs, charts, and figures to communicate with superiors, subordinates, clients, etc. MKT-HRTM-3.6
7. Exhibit leadership qualities to promote teamwork and improve the quality of work and the work environment. MKT-HRTM-3.7

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MKT-HRTM-4. Analyze the operations and control systems used in the food and beverage division of the hospitality, recreation, and tourism industry. MKT-HRTM-4

1. Identify and describe types of restaurants and beverage-service establishments. MKT-HRTM-4.1
2. Discuss customer service expectations according to the types of restaurants and beverage-serving establishments. MKT-HRTM-4.2
3. Examine the components of an effective food and beverage operation such as purchasing, receiving, storage, issuing, prep and serving of food and beverages. MKT-HRTM-4.3
4. Determine the importance of profit and loss statements in a food and beverage operation. MKT-HRTM-4.4
5. Analyze revenue expenses, uncontrollable costs, and profit and loss statements to determine overall profitability in a food and beverage operation. MKT-HRTM-4.5
6. Explore the labor needs for back of the house, and front of the house within a food and beverage operation. MKT-HRTM-4.6

MKT-HRTM-5. Explore the essential functions of human resources in the hospitality industry. MKT-HRTM-5

1. Discuss employee characteristics expected by prospective hospitality, recreation and tourism employers. MKT-HRTM-5.1
2. Provide examples of job related advancement in the hospitality, recreation, and tourism industry, including opportunities from education, internships, etc. MKT-HRTM-5.2
3. Define sexual stereotyping and sexual harassment in the hospitality, recreation, and tourism industry. MKT-HRTM-5.3
4. Contrast the rewards and drawbacks of occupations within the hospitality, recreation, and tourism industry. MKT-HRTM-5.4
5. Identify and describe the essential functions of the human resources department in an operation. MKT-HRTM-5.5
6. Demonstrate an understanding of the role of human resources in employment law and the legal responsibilities of an employer. MKT-HRTM-5.6
7. Discuss the importance of selecting, recruiting, training, and maintaining quality employees in the hospitality, recreation, and tourism industry, including the Internet as an application and screening tool for hospitality, recreation, and tourism organizations. MKT-HRTM-5.7
8. Analyze changing human resource trends as they relate to recruiting, training, and motivating employees in the hospitality, recreation, and tourism industry. MKT-HRTM-5.8

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9. Distinguish between the characteristics of a positive work environment from that of a hostile work environment. MKT-HRTM-5.9
10. Determine how to effectively and ethically deal with workplace hostilities. MKT-HRTM-5.10

MKT-HRTM-6. Analyze hospitality, recreation, and tourism services in relation to management structures, service levels, and current issues. MKT-HRTM-6

1. Identify and summarize the typical organizational structures for hospitality, recreation, and tourism operations, including common departments as well as service-level expectations within hotels and recreation-based industries. MKT-HRTM-6.1
2. Explore customer service expectations within hospitality, recreation, and tourism industries based on the company's quality service standards. MKT-HRTM-6.2
3. Identify and describe current challenges facing hospitality, recreation, and tourism managers. MKT-HRTM-6.3
4. Investigate franchising opportunities in the hospitality, recreation, and tourism industry in comparison to other expansion methods in business operations. MKT-HRTM-6.4
5. Describe the various functions of management in the hospitality, recreation, and tourism industry. MKT-HRTM-6.5
6. Analyze the trends, opportunities, and major functions of the travel service segment of the hospitality, recreation, and tourism industry (e.g., the travel agent's role, corporate travel organizations like American Express Travel and Carlson Wagonlit as well as niche markets and corporate travel departments of large companies). MKT-HRTM-6.6

MKT-HRTM-7. Interpret the overall importance of sales, operations, and management of sales activities in the hospitality, recreation, and tourism industry. MKT-HRTM-7

1. Distinguish between and draw conclusions about selling a service and selling a product in the hospitality, recreation, and tourism industry. MKT-HRTM-7.1
2. Analyze sales strategies available for use in the hospitality industry. MKT-HRTM-7.2
3. Create a profile of successful sales professional in the hospitality, recreation, and tourism industry by including information about technical and social skills and experience. MKT-HRTM-7.3
4. Demonstrate effective and ethical selling skills necessary for success in the hospitality, recreation, and tourism industry (product/service knowledge, individual rapport, overcoming objections, and closing a sale). MKT-HRTM-7.4

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5. Explore strategies to effectively reach various niche markets in the hospitality, recreation, and tourism industry including corporate, educational, sports, religious, military, etc. MKT-HRTM-7.5
6. Investigate the role of convention and visitors bureaus (CVBs) in large cities as well as trends in the development of CVBs in smaller towns, neighborhoods, and areas. MKT-HRTM-7.6

MKT-HRTM-8. Demonstrate knowledge of legal and liability issues in the hospitality, recreation, and tourism industry and determine appropriate responses. MKT-HRTM-8

1. Investigate laws affecting businesses operating in the hospitality, recreation, and tourism industry. MKT-HRTM-8.1
2. Examine the various types of written, oral, and implied contracts in the hospitality, recreation, and tourism industry. MKT-HRTM-8.2
3. Exhibit knowledge of regulations and licensing in the hospitality, recreation, and tourism industry. MKT-HRTM-8.3
4. Estimate the cost of litigation in the hospitality industry. MKT-HRTM-8.4
5. Determine the impact of training and communications on the prevention of lawsuits in the hospitality, recreation, and tourism industry. MKT-HRTM-8.5
6. Determine to establish root causes of customer complaints and evaluate solutions. MKT-HRTM-8.6
7. Research and locate relevant information to effectively and ethically respond to customer problems within the hospitality, recreation, and tourism industry. MKT-HRTM-8.7

MKT-HRTM-9. Determine current and emerging trends in the hospitality, recreation, and tourism industry. MKT-HRTM-9

1. Analyze tourism challenges at the local and national levels. MKT-HRTM-9.1
2. Discuss the new tourism markets that are developing around the world. MKT-HRTM-9.2
3. Interpret current and future hotel development strategies. MKT-HRTM-9.3
4. Draw conclusions about the competitive nature of hospitality at the local, state and national levels. MKT-HRTM-9.4
5. Research recent tourism-related topics that have appeared in the news and make inferences about how they affect the industry. MKT-HRTM-9.5
6. Analyze the impact of the current events and trends in the hospitality, recreation, and tourism industry. MKT-HRTM-9.6

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Г-HRTM-10. Develop customer service skills and an overall understanding of the importance of guest services in the hospitality, recreation, and

tourism industry. MKT-HRTM-10

1. Apply exceptional customer service strategies. MKT-HRTM-10.1
2. Explain the importance of delivering effective customer service and establishing strong guest relations in the hospitality, recreation, and tourism industry. MKT-HRTM-10.2
3. Determine skills, traits and attributes needed to offer top-quality guest services and build relationships with customer and clients. MKT-HRTM-10.3
4. Explore the use of social media and the importance of the industry's timely responses to guests' feedback. MKT-HRTM-10.4

MKT-HRTM-11. Determine the importance of cost effective operations in the hospitality, recreation, and tourism industry. MKT-HRTM-11

1. Explain the importance of cost control in the hotel/lodging industry. MKT-HRTM-11.1
2. Determine revenue indicators including PAR levels, occupancy levels, return on investment (ROI) and load management. MKT-HRTM-11.2
3. Analyze seasonality and generate ideas to offset seasonality in hospitality, recreation, and tourism operations. MKT-HRTM-11.3
4. Explain the importance of negotiating contracts and working within a budget for a department or an operation. MKT-HRTM-11.4

MKT-HRTM-12. Examine the elements of technology used in the hospitality, recreation, and tourism industry. MKT-HRTM-12

1. Research trends in the use of computers and software for travel reservations. MKT-HRTM-12.1
2. Analyze major uses, costs, and effects of the internet on travel reservations. MKT-HRTM-12.2
3. Contrast the value-added services offered by a travel consultant vs. and online travel agencies (OTA), such as Expedia or Travelocity. MKT-HRTM-12.3
4. Determine possible career paths requiring the knowledge of computers in travel and tourism. MKT-HRTM-12.4
5. Research the advantages and disadvantages of marketing on the internet (e.g., hosting blogs on websites such as trip advisor.com). MKT-HRTM-12.5
6. Evaluate security issues (e.g., firewalls, hacking, viruses, and e-commerce). MKT-HRTM-12.6

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HOSP-ICA-1. Demonstrate employability skills required by business and industry. HOSP-ICA-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. HOSP-ICA-1.1

2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. HOSP-ICA-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. HOSP-ICA-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. HOSP-ICA-1.4
5. Apply the appropriate skills sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills. HOSP-ICA-1.5
6. Present a professional image through appearance, behavior and language. HOSP-ICA-1.6

HOSP-ICA-2. Examine how related student organizations are integral parts of career and technology education courses through leadership development, school and community service projects and competitive events. HOSP-ICA-2

1. Research the history of FCCLA. HOSP-ICA-2.1
2. Discuss the mission, purpose, motto, colors, official dress and other distinguishing characteristics of FCCLA. HOSP-ICA-2.2
3. Explain how participation in FCCLA can promote lifelong responsibility for community service, professional growth and development. HOSP-ICA-2.3
4. Create a personal leadership plan to participate in programs, conferences, community service and competitive events on the local, state and national level that align with the competencies, skills, and knowledge of this course. HOSP-ICA-2.4

HOSP-ICA-3. Examine and identify the history and philosophy of the food service industry. HOSP-ICA-3

1. Describe and define professionalism in the various roles of the food service organization. HOSP-ICA-3.1
2. Name and define Professional organizations such as the American Culinary Federation (ACF), National Restaurant Association (NRA), Professional Chef's Association (PCA), Research Chef Association (RCA), and United States Chef's Association (USCA), and the importance and benefits of membership. HOSP-ICA-3.2
3. Explore career opportunities and pathways in the food service industry and identify jobs and positions such as, but not limited to: Chef, Dietician, Food Stylist, Food Demonstrators, Research and Development workers, Food Service Workers, Nutritionist, Food Service Manager, and Health Inspector. HOSP-ICA-3.3

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4. Identify key historical persons and summarize their contributions to the evolution and development of modern day food service, to include, but not limited to, Careme, Escoffier and Catherine De Medici. HOSP-ICA-3.4
5. List and describe various cuisines and their relationships to history and cultural development. HOSP-ICA-3.5
6. Identify the positions of the classical and modern "kitchen brigade" and outline the organizational structure of various food service and hospitality organizations. HOSP-ICA-3.6

HOSP-ICA-4. Demonstrate and practice correct sanitation as it relates to healthy living and the modern commercial kitchen and bake shop. HOSP-ICA-4

1. Identify personal hygiene policies and hand washing procedures. HOSP-ICA-4.1
2. Identify the biological, physical, and chemical contaminants and prevention measures. HOSP-ICA-4.2
3. Practice proper contaminant prevention measure as it relates to food preparation in the commercial kitchen. HOSP-ICA-4.3
4. Identify and demonstrate proper pot and pan washing with four-compartment sinks and the use of sanitizers and detergent chemicals. HOSP-ICA-4.4
5. Demonstrate the proper use and cleaning of an automatic dishwasher (if available) and identify the chemicals used for dishwasher cleaning. HOSP-ICA-4.5
6. Discuss pest control and management of infestations. HOSP-ICA-4.6
7. Discuss Health Department Inspections and facility requirements of commercial food service establishments. Students conduct a mock Health Department Inspection of the kitchen lab. HOSP-ICA-4.7
8. Identify and demonstrate proper receiving and storage principles such as FIFO, rotating inventory, and storage/receiving temperatures. HOSP-ICA-4.8
9. Discuss and practice proper labeling of stored foods. HOSP-ICA-4.9
10. Identify the factors that affect the growth of food borne pathogens (i.e. FATTOM) and explain how time and temperature guidelines can reduce growth of microorganisms. HOSP-ICA-4.10
11. List and demonstrate food handling, preparation, storage techniques that prevent cross-contamination between raw and ready to eat foods and between animal and seafood, including sources of other potentially hazardous food products. HOSP-ICA-4.11
12. Discuss and practice the proper use of gloves in food handling. HOSP-ICA-4.12
13. Identify, calibrate and properly use thermometers. HOSP-ICA-4.13

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HOSP-ICA-5. Name and describe various fixed equipment and small wares associated with the commercial kitchen and bake shop. HOSP-ICA-5

1. List and describe the tools used for commercial food preparation, cooking, baking and serving and demonstrate proper use of each. HOSP-ICA-5.1
2. Identify and distinguish between a standard and convection oven, stoves, ranges, steamers, fryers, refrigerators, freezers, slicers, food processors, coffee and tea brewing equipment, and food storage equipment. Demonstrate proper use and cleaning of each. HOSP-ICA-5.2
3. Identify and distinguish between the various mixers and small wares, demonstrating proper use and cleaning of each. HOSP-ICA-5.3
4. Discuss and practice cleanliness of kitchen equipment and facilities. HOSP-ICA-5.4
5. Develop an equipment checklist documenting each student's proficiency in use of various equipment and small wares used in a commercial kitchen or bake shop. HOSP-ICA-5.5

HOSP-ICA-6. Analyze and examine fundamental safety skills and practices related to the commercial kitchen. HOSP-ICA-6

1. Discuss principles of basic first aid treatments for a food service environment including basic cuts, lacerations, abrasions, punctures, CPR, food allergies, anaphylactic shock, Heimlich maneuver, and minor burns. HOSP-ICA-6.1
2. Examine and practice correct Fire Safety procedures using correct classifications of fire extinguishers, hood suppression systems, and emergency evacuation routes. HOSP-ICA-6.2
3. Practice and examine kitchen safety in the areas of falls, strains, sprains, and lifting using proper techniques. HOSP-ICA-6.3
4. Identify gas safety issues for gas ranges and ovens, including shut off values and pilot lights. HOSP-ICA-6.4
5. Examine and identify a Material Safety Data Sheet and explain their importance when handling common food service chemicals. Display manuals of all MSDS for each chemical used in the kitchen, dining room, and dish room. HOSP-ICA-6.5

HOSP-ICA-7. Examine and identify standardized recipes and their role in a commercial kitchen. Practice culinary math skills through recipe conversion and measurements. HOSP-ICA-7

1. Define standardized recipe, the components of the recipe, and explain the reasons for use in commercial kitchens. HOSP-ICA-7.1
2. Identify recipe terminology including measurement abbreviations, instructions, and directions. HOSP-ICA-7.2

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3. Demonstrate the concept of recipe "mise en place" by identifying and assembling ingredients and equipment for a specific recipe. HOSP-ICA-7.3
4. Master the use of different types of measuring tools including dry and liquid measuring cups, measuring spoons, portioning tools and digital and electronic scales. HOSP-ICA-7.4
5. Demonstrate proper use of spring and balance scales using both US measures and metric measures. HOSP-ICA-7.5
6. Identify procedures used to calculate the cost of a standardized recipe and cost per portion and perform calculations. HOSP-ICA-7.6
7. Demonstrate the concept of recipe conversions by identifying and converting recipe formulas to increase or decrease yields. HOSP-ICA-7.7
8. Follow the written directions to prepare the recipe used above. HOSP-ICA-7.8

HOSP-ICA-8. Examine and perform all aspects of kitchen knife use and classic knife skills. HOSP-ICA-8

1. Identify the different types of knives, their use, parts and components. HOSP-ICA-8.1
2. Identify and practice proper knife safety procedures and rules. HOSP-ICA-8.2
3. Demonstrate correct knife sharpening. HOSP-ICA-8.3
4. Define and demonstrate the concept of "mise en place" in setting up a cutting work station. HOSP-ICA-8.4
5. Demonstrate proper knife safety, cleaning and storage. HOSP-ICA-8.5
6. Perform proper knife techniques for cuts such as julienne, batonnet, small, medium, and large dice using potatoes, carrots and other vegetables. HOSP-ICA-8.6

HOSP-ICA-9. Examine the principles of nutrition including six major classes of nutrients, proteins, and carbohydrates: simple, complex, fats, vitamins, minerals, and water. HOSP-ICA-9

1. Discuss and develop knowledge of the importance of USDA Nutritional Guidelines such as "My Plate" and examine how these guidelines can be misleading and complex due to cultural constraints, eating disorders, and food allergies. HOSP-ICA-9.1
2. Examine the six major food groups, nutrient contributions of vitamins, minerals and nutrient variability within a group and daily recommended intake. HOSP-ICA-9.2
3. Define a serving size, portion control, recommended serving size, and balanced diet while maintaining a correct nutritional intake. HOSP-ICA-9.3

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4. Examine current trends and issues in food and nutrition, fad diets, proper weight loss techniques, and how these fit into healthy menu options. HOSP-ICA-9.4
5. Identify and examine the various food allergies to include gluten, nuts, dairy products, and shellfish, and ways a food service operation must address these allergies. HOSP-ICA-9.5
6. Identify menu requirements for various diets such as vegan, vegetarian, low sodium and low calorie. HOSP-ICA-9.6
7. Demonstrate health cooking techniques. HOSP-ICA-9.7

HOSP-ICA-10. Identify various food products used in a commercial food service operation and list the proper handling and storage procedures for each. HOSP-ICA-10

1. Identify proteins such as poultry, beef, pork, seafood and dairy, and examine the potential contaminants associated with and proper handling/storage procedures. HOSP-ICA-10.1
2. Identify types of fruits and vegetables and proper handling/storage procedures. HOSP-ICA-10.2
3. Identify types of grains, legumes, and milled products and proper handling/storage procedures. HOSP-ICA-10.3
4. Identify and distinguish between herbs, spices, oils, vinegars, seasonings, and their uses and proper handling/storage procedures. HOSP-ICA-10.4
5. Identify types of flours, sugars and other ingredients commonly used in a bake shop and their proper handling/storage procedures. HOSP-ICA-10.5

HOSP-ICA-11. Discuss and practice sound human relations and professionalism concepts for a career pathway in Culinary Arts employment. HOSP-ICA-11

1. Write a personalized resume and a personal letter of recommendation. HOSP-ICA-11.1
2. Define and demonstrate appropriate work ethics: attitude, appearance, attendance, teamwork, character, productivity, organizational skills, communication, and respect. HOSP-ICA-11.2
3. Define professionalism and professional appearance as it has developed throughout the history of uniforms: include presentation and functionality. HOSP-ICA-11.3
4. Identify the difference between personal and professional communication, and include caveats for social networks, emails and texting. HOSP-ICA-11.4

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5. Discuss the proper professional respect given to food service administrators, managers, and/or chefs through effective interaction and communication. Emphasize positive attitude, initiative, and motivation as well as appropriate responses. HOSP-ICA-11.5

HOSP-ICA-12. Identify and apply front of the house techniques and methods of operation used in restaurants and catering services. HOSP-ICA-12

1. Describe the traditional service staff for a restaurant and for catered events, and list the duties and responsibilities of each. HOSP-ICA-12.1
2. Identify and use proper techniques for greeting, seating, and presenting the menu to customers, and dramatize ways of describing and recommending menu items to guests. HOSP-ICA-12.2
3. Demonstrate an understanding of guest service and customer relations including handling of difficult situations and accommodations for the disabled. HOSP-ICA-12.3
4. Demonstrate the general rules of table seating and service, and identify the types of flatware, china, hollowware, and glassware and explain the specific uses of each. HOSP-ICA-12.4
5. Identify and explain formal dining etiquette from both service and customer perspectives and be able to demonstrate both. HOSP-ICA-12.5
6. Identify and demonstrate proficiency for various napkin folds. HOSP-ICA-12.6

HOSP-ICA-13. Identify and become aware of the many aspects related to sustainability of our resources and the economic aspect to foster awareness of sustainability issues impacting the culinary industry. HOSP-ICA-13

1. Define sustainability, recyclable, reusable, energy efficient, "food miles", carbon footprint, and biodegradable. HOSP-ICA-13.1
2. Compare different type of composting and identify products appropriate for composting. HOSP-ICA-13.2
3. Identify environmentally friendly cleaning products that could be utilized in place of current products used. Be sure to keep in mind comparable cost comparisons. HOSP-ICA-13.3
4. List products being used in your kitchen/lab that can be recycled. HOSP-ICA-13.4
5. Research and present recycling and composting policies in your municipality. HOSP-ICA-13.5
6. Conduct a survey to identify a variety of areas where waste control can be utilized in the kitchen. HOSP-ICA-13.6

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SP-ICA-14. Examine and practice cooking methods, techniques, and preparations such as dry heat and moist heat methods. HOSP-ICA-14

1. Identify basic food cooking methods such as dry heat, moist heat, and combination cooking. HOSP-ICA-14.1
2. Demonstrate basic dry heat cooking methods including sauté, griddle, pan-fry, deep fry, baking, roasting and grilling. HOSP-ICA-14.2
3. Demonstrate basic moist heat cooking methods including poaching, simmering, boiling and steaming. HOSP-ICA-14.3
4. Demonstrate basic combination cooking methods including stewing and braising. HOSP-ICA-14.4
5. Demonstrate use and application of microwave cooking method. HOSP-ICA-14.5
6. Explain concept of "sous vide" cooking method and current applications. HOSP-ICA-14.6

Introduction to Sports & Entertainment Marketing (8.478)

MKT-ISEM-1. Demonstrate employability skills required by business and industry. MKT-ISEM-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-ISEM-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-ISEM-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-ISEM-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-ISEM-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-ISEM-1.5
6. Present a professional image through appearance, behavior and language. MKT-ISEM-1.6

MKT-ISEM-2. Interpret marketing concepts as they apply to sports and entertainment marketing. MKT-ISEM-2

1. Define marketing, sports marketing, and entertainment marketing. MKT-ISEM-2.1
2. Explain the marketing functions as they relate to each area of sports and entertainment marketing. MKT-ISEM-2.2
3. Describe the "four p's" of sports and entertainment marketing. MKT-ISEM-2.3
4. Define marketing segmentation and its components. MKT-ISEM-2.4
5. Discuss actions employees can take to achieve the company's desired results. MKT-ISEM-2.5

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6. Demonstrate connections between company actions and results (e.g. influencing consumer buying behavior, gaining market share, etc.). MKT-ISEM-2.6

MKT-ISEM-3. Apply concepts of marketing-information management to sports and entertainment marketing. MKT-ISEM-3

1. Explain the role of the ethics in marketing-information management. MKT-ISEM-3.1
2. Describe the use of technology in the marketing information management functions. MKT-ISEM-3.2
3. Describe options businesses use to obtain marketing-research data (i.e. primary and secondary research). MKT-ISEM-3.3
4. Explain characteristics of effective data-collections instruments. MKT-ISEM-3.4
5. Explain techniques for processing marketing data. MKT-ISEM-3.5

MKT-ISEM-4. Differentiate between the elements of promotion: sales promotion, advertising, personal selling, public relations, and publicity. MKT-ISEM-4

1. Define each element of promotion. MKT-ISEM-4.1
2. Compare and contrast the elements. MKT-ISEM-4.2
3. List the advantages and disadvantages of each element of promotion. MKT-ISEM-4.3
4. Explain how the promotional elements affect economic growth. MKT-ISEM-4.4
5. Describe the use of technology in promotion, including streaming, connectivity to fans at events, interactive media, and social media. MKT-ISEM-4.5
6. Explain considerations used to evaluate whether to participate in trade shows/expositions. MKT-ISEM-4.6
7. Explain the importance of coordinating elements in advertisements. MKT-ISEM-4.7

MKT-ISEM-5. Interpret branding concepts as they apply to sports and entertainment marketing. MKT-ISEM-5

1. Define the importance of branding in sports and entertainment marketing. MKT-ISEM-5.1
2. Define branding, co-branding, brand extensions, line extension, etc. MKT-ISEM-5.2
3. Explain the branding functions as they relate to each area in sports and entertainment marketing in regards to logos, slogans, trademarks, brand names, trade names, trade characters, and protecting all intellectual properties. MKT-ISEM-5.3

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MKT-ISEM-6. Apply concepts and processes associated with successful financial planning in sports and entertainment marketing. MKT-ISEM-6

1. Explain the relationship between sports and entertainment marketing and impact on the economy. MKT-ISEM-6.1
2. Discuss the profit motive and describe economic utility as it applies to sports and entertainment marketing. MKT-ISEM-6.2
3. Discuss funding and revenue sources for sports and entertainment businesses (i.e. MKT-ISEM-6.3
4. Discuss pricing strategies used to increase sales in sports and entertainment marketing (i.e. personal appearances, contests, giveaways, etc.). MKT-ISEM-6.4
5. Describe the role of business ethics in pricing. MKT-ISEM-6.5
6. Explain the use of technology in the pricing function. MKT-ISEM-6.6

MKT-ISEM-7. Analyze product/service marketing as it relates to sports and entertainment marketing. MKT-ISEM-7

1. Describe the use of technology in the product/service management. MKT-ISEM-7.1
2. Explain the uses of grades and standards in marketing. MKT-ISEM-7.2
3. Discuss factors used by marketers to position products/services. MKT-ISEM-7.3
4. Describe factors used by businesses to position corporate brands (i.e. the importance of developing company branding including venue aesthetics, maintenance, and appeal). MKT-ISEM-7.4

MKT-ISEM-8. Differentiate between the components of the sports marketing industry. MKT-ISEM-8

1. Differentiate between professional sports and amateur sports. MKT-ISEM-8.1
2. Discuss international sports and activities. MKT-ISEM-8.2
3. Discuss the economic impact of global marketing as it applies to international sporting and entertainment events. MKT-ISEM-8.3
4. Explain management functions for college, amateur, and professional sports, and the impact sports has on an economy. MKT-ISEM-8.4
5. Explain the personal financial impact of participating in amateur and recreational sports. MKT-ISEM-8.5

MKT-ISEM-9. Analyze the field of marketing as it relates to the elements of the entertainment industry: television, radio, music, movie, theater, and fine arts. MKT-ISEM-9

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1. Examine the history of each element above and its relationship to the economy. MKT-ISEM-9.1

2. Develop a timeline for each element above. MKT-ISEM-9.2
3. Examine the current economic impact of the industry on the local, national, and international markets. MKT-ISEM-9.3
4. Include changes and trends in technology. MKT-ISEM-9.4
5. Examine changes in marketing as it relates to green venues, technology, etc. MKT-ISEM-9.5

MKT-ISEM-10. Interpret the elements of the selling process as they relate to sports and entertainment marketing. MKT-ISEM-10

1. Identify various sales methodologies used in sports and entertainment marketing (i.e. MKT-ISEM-10.1
2. Explain strategies for attracting secondary sales (i.e. advance ticket sales and other strategies for getting highly sought tickets). MKT-ISEM-10.2
3. Explain the difference between ticket brokers and ticket scalpers. MKT-ISEM-10.3
4. Evaluate the impact of competition as it applies to a profitable event. MKT-ISEM-10.4
5. Explain sales activities used to generate profit at an event (i.e. merchandise, sponsorships, media guides, and advertisement space). MKT-ISEM-10.5
6. Identify the various methods of ticket processing (i.e. paperless tickets, season, suite, group, Qualitative Research (QRC), telephone orders, internet orders, will-call windows, complimentary tickets, etc.). MKT-ISEM-10.6
7. Explain the nature of sales forecasting. MKT-ISEM-10.7
8. Describe the use of technology in the selling function. MKT-ISEM-10.8

MKT-ISEM-11. Interpret legal and ethical behaviors as they relate to the sports and entertainment marketing field. MKT-ISEM-11

1. Define ethics. MKT-ISEM-11.1
2. Discuss the impact of unethical behavior. MKT-ISEM-11.2
3. Discuss the need for contracts. MKT-ISEM-11.3
4. Describe the importance of copyright laws. MKT-ISEM-11.4

MKT-ISEM-12. Incorporate communication and presentation skills into sports and entertainment activities. MKT-ISEM-12

1. Identify methods of appropriate communication for a sports/entertainment activity. MKT-ISEM-12.1
2. List the steps necessary to prepare multimedia presentations. MKT-ISEM-12.2
3. Demonstrate effective speaking skills. MKT-ISEM-12.3

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4. List trade journals, periodicals, and online resources for professional development. MKT-ISEM-12.4
5. Describe methods of communication that may be used to conduct business with clients and vendors. MKT-ISEM-12.5

MKT-ISEM-13. Arrange appropriate and efficient channels of distribution for sports and entertainment events. MKT-ISEM-13

1. Explain the distribution systems for sports and entertainment marketing events. MKT-ISEM-13.1
2. Explain the distribution process as it applies to the various elements, such as television, radio, music, movie, theater, and fine arts. MKT-ISEM-13.2
3. Explain the concept of vertical integration in the sports and entertainment industry. MKT-ISEM-13.3
4. Describe ethical considerations in channel management. MKT-ISEM-13.4
5. Coordinate channel management with other marketing activities. MKT-ISEM-13.5

MKT-ISEM-14. Investigate career choices in sports and entertainment marketing. MKT-ISEM-14

1. Analyze current trends in sports and entertainment marketing (i.e. street marketing, viral marketing, niche marketing, and grass roots and guerilla marketing). MKT-ISEM-14.1
2. Investigate careers in sports and entertainment marketing. MKT-ISEM-14.2
3. Discuss the skills and preparation needed for a chosen career in sports and entertainment marketing. MKT-ISEM-14.3
4. Create and execute a career presentation. MKT-ISEM-14.4

MKT-ISEM-15. Compose and create a sports and entertainment marketing plan. MKT-ISEM-15

1. Determine the components of a sports or entertainment marketing plan. MKT-ISEM-15.1
2. Explain the role of promotion in a sports or entertainment marketing plan. MKT-ISEM-15.2
3. Explain the role of sponsorship in a sports or entertainment marketing plan. MKT-ISEM-15.3
4. Develop and present a complete sports or entertainment marketing plan. MKT-ISEM-15.4

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T-MP-1. Demonstrate employability skills required by business and industry. MKT-MP-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-MP-1.1
2. Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-MP-1.2
3. Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations. MKT-MP-1.3
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-MP-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-MP-1.5
6. Present a professional image through appearance, behavior and language. MKT-MP-1.6

MKT-MP-2. Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as "soft skills"). MKT-MP-2

1. Obtain an understanding of marketing, business, and management terminology. MKT-MP-2.1
2. Explain all aspects of the communication process and how they interrelate including mastering effective communication, utilizing company resources to ascertain policies and procedures, making oral presentations, editing and revising written work consistent with professional standards, and writing professional e-mails, business letters, informational messages, inquiries, persuasive messages, press releases, executive summaries and simple written reports. MKT-MP-2.2
3. Explain the nature and scope of teamwork and human relations including the nature of emotional intelligence, self-esteem, personal biases and stereotypes, personal strengths and weaknesses, desirable personality traits important to business, stress management, negotiation and conflict-resolution skills, consensus-building skills, and the impact of political relationships within an organization. MKT-MP-2.3
4. Explain the need for creative thinking and problem solving skills. MKT-MP-2.4
5. Explain the requirements for success in the workplace including setting personal goals, assessing personal interests and skills, building and continually perfecting a personal brand, analyzing employer expectations, respecting the needs and opinions of all stakeholders, continually investigating career information, and differentiating between personal and business use of social media while determining the positive and negative aspects of both in the workplace. MKT-MP-2.5

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MKT-MP-3. **Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.** MKT-MP-3

1. Define marketing. MKT-MP-3.1
2. Explain the concept of marketing strategies and the marketing mix. MKT-MP-3.2
3. Describe marketing functions and related activities. MKT-MP-3.3
4. Compare and contrast the effects of marketing activities. MKT-MP-3.4
5. Explain the nature of marketing plans. MKT-MP-3.5
6. Explain the role of situational analysis in the marketing planning process. MKT-MP-3.6
7. Explain the concept of market, market segmentation, and market identification. MKT-MP-3.7
8. Relate the marketing concept to customers' needs and wants. MKT-MP-3.8

MKT-MP-4. **Implement, modify, and improve business and marketing systems to facilitate business activities.** MKT-MP-4

1. Explain the role of business in society. MKT-MP-4.1
2. Describe types of business activities. MKT-MP-4.2
3. Explain types of business ownership. MKT-MP-4.3
4. Explain the concept of management. MKT-MP-4.4
5. Relate the role of stockholders to management policies. MKT-MP-4.5
6. Demonstrate an understanding of trends and developments in marketing. MKT-MP-4.6
7. Explain the importance of corporate social responsibility (CSR). MKT-MP-4.7

MKT-MP-5. **Demonstrate an understanding of customer behaviors and the economic environment in which customers function.** MKT-MP-5

1. Explain the relationship between marketing and the economy. MKT-MP-5.1
2. Distinguish between the concepts of economics and economic activities and distinguish between economic goods and services. MKT-MP-5.2
3. Explain the concept of economic resources. MKT-MP-5.3
4. Determine economic utilities created by business activities. MKT-MP-5.4
5. Distinguish between various economic systems and the effects on what will be produced, how it will be produced, and for whom it will be produced. MKT-MP-5.5
6. Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government. MKT-MP-5.6

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7. Identify various measurements used to analyze an economy and how they relate to the marketing process. MKT-MP-5.7
8. Explain the principles of supply and demand including elasticity. MKT-MP-5.8
9. Describe the functions of pricing in markets. MKT-MP-5.9

MKT-MP-6. Employ financial knowledge and skill to facilitate marketing decisions. MKT-MP-6

1. Explain the role of finance in business. MKT-MP-6.1
2. Describe the difference between business finance and personal finance. MKT-MP-6.2
3. Identify the types and purposes of credit. MKT-MP-6.3
4. Describe the various types of financial records that should be analyzed in making marketing decisions. MKT-MP-6.4
5. Relate profit, cash flow, margin, and sales to the financial plan. MKT-MP-6.5

MKT-MP-7. Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions. MKT-MP-7

1. Describe the need for marketing information. MKT-MP-7.1
2. Explain the nature and scope of the marketing information management function. MKT-MP-7.2
3. Describe the types of marketing research (advertising, product, market, and sales) and the differences between quantitative and qualitative data. MKT-MP-7.3
4. Explain the nature of marketing research. MKT-MP-7.4
5. Contrast the differences in primary and secondary data. MKT-MP-7.5
6. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners, and social media). MKT-MP-7.6
7. Identify data monitored for marketing decision making. MKT-MP-7.7
8. Demonstrate knowledge of the terms population, sample, bias, error, validity and reliability. MKT-MP-7.8
9. Relate trends and limitations in marketing research including the impact of social media. MKT-MP-7.9

MKT-MP-8. Utilize pricing strategies to maximize return and meet customer's perception of value. MKT-MP-8

1. Explain the nature and scope of the pricing function. MKT-MP-8.1
2. Distinguish between market share and market position as it relates to pricing. MKT-MP-8.2

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3. Compare and contrast markup, markdown, sale prices, and discount dollars and percentages. MKT-MP-8.3
4. Explain factors affecting pricing decisions. MKT-MP-8.4
5. Identify key price mix strategies. MKT-MP-8.5
6. Identify the impact of product life cycles on marketing decisions. MKT-MP-8.6

MKT-MP-9. Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities. MKT-MP-9

1. Explain the nature and scope of the product/service management function. MKT-MP-9.1
2. Examine how businesses determine products/services to produce and sell. MKT-MP-9.2
3. Detail the procedure of positioning products/services. MKT-MP-9.3
4. Explain the concept of product mix and product/service branding. MKT-MP-9.4
5. Describe the nature of product bundling. MKT-MP-9.5
6. Explain the nature of corporate branding. MKT-MP-9.6
7. Identify product opportunities. MKT-MP-9.7
8. Identify methods/techniques to generate a product idea. MKT-MP-9.8
9. Generate product ideas. MKT-MP-9.9

MKT-MP-10. Employ processes and techniques to sell goods, services and ideas. MKT-MP-10

1. Explain the nature and scope of the selling function and the role of marketing as a complement to selling. MKT-MP-10.1
2. Explain factors and motivational theories that influence customer/client/business buying behavior. MKT-MP-10.2
3. Explain the role of customer service as a component of selling relationships. MKT-MP-10.3
4. Explain the nature of sales channels. MKT-MP-10.4
5. Explain the selling process. MKT-MP-10.5
6. Demonstrate sales techniques. MKT-MP-10.6
7. Explain key factors in building a clientele. MKT-MP-10.7
8. Explain company selling policies. MKT-MP-10.8
9. Acquire product information for use in selling. MKT-MP-10.9
10. Analyze product information to identify product features and benefits. MKT-MP-10.10

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MKT-MP-11. **Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.** MKT-MP-11

1. Explain the role of promotion as a marketing function. MKT-MP-11.1
2. Explain the types of promotion. MKT-MP-11.2
3. Identify the elements of the promotional mix. MKT-MP-11.3
4. Understand promotional channels used to communicate with targeted audiences including types of advertising media, social media, digital media, word-of-mouth, direct marketing, sales promotion, trade-show/exposition participation, and publicrelations activities. MKT-MP-11.4
5. Identify the types of advertising and social media and media costs. MKT-MP-11.5
6. Explain the components of advertisements. MKT-MP-11.6
7. Identify types of public-relations activities. MKT-MP-11.7
8. Discuss internal and external audiences for public-relations activities. MKT-MP-11.8
9. Explain the nature of a promotional plan. MKT-MP-11.9
10. Coordinate activities in the promotional mix. MKT-MP-11.10

MKT-MP-12. **Utilize knowledge of distribution to manage supply-chain activities.** MKT-MP-12

1. Explain the nature and scope of channel management. MKT-MP-12.1
2. Explain the nature of channels of distribution. MKT-MP-12.2
3. Explain the marketing functions of transportation and storage. MKT-MP-12.3
4. Interpret common buying and shipping terms. MKT-MP-12.4
5. Explain the receiving process. MKT-MP-12.5
6. Describe the use of technology in channel management. MKT-MP-12.6
7. Analyze how distribution affects the cost of products. MKT-MP-12.7
8. Identify the distinguishing characteristics of retailers, wholesalers, agents, and brokers. MKT-MP-12.8
9. Explain the relationship between customer service and channel management. MKT-MP-12.9

MKT-MP-13. **Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.** MKT-MP-13

1. Define international business/marketing. MKT-MP-13.1

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2. Explain why nations engage in international trade, as well as factors affecting trade such as culture, political structure, barriers to trade, currency fluctuations, comparative advantage, etc. MKT-MP-13.2
3. Explain marketing and its importance in a global economy, as well as the struggles encountered by companies engaging in exporting, importing, and contract manufacturing. MKT-MP-13.3