

# Career & Technical Education | Arts & Communication

## Business of Arts & Communication

**Subject Code: 340006**

### Outcome & Competency Descriptions

#### Course Description:

From event management to tracking expenses, students learn the business side of visual, media, and performing arts operations. Topics include marketing, branding, producing, promoting, booking, budgeting, and merchandising. Students learn and apply intellectual property rights, licensing, copyright, royalties, liabilities, and contractual agreements. They learn how both profit and non-profit organizations businesses operate.

#### Strand 1. Business Operations / 21st Century Skills

Learners apply principles of economics, business management, marketing, and employability in an entrepreneur, manager, and employee role to the leadership, planning, developing, and analyzing of business enterprises related to the career field.

#### Outcome: 1.2. Leadership and Communications

Process, maintain, evaluate, and disseminate information in a business. Develop leadership and team building to promote collaboration.

#### Competencies

- 1.2.2. Deliver formal and informal presentations.
- 1.2.4. Use negotiation and conflict-resolution skills to reach solutions.
- 1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.
- 1.2.7. Use problem-solving and consensus-building techniques to draw conclusions and determine next steps.
- 1.2.8. Identify the strengths, weaknesses, and characteristics of leadership styles that influence internal and external workplace relationships.
- 1.2.9. Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).
- 1.2.10. Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.
- 1.2.11. Write professional correspondence, documents, job applications, and resumés.
- 1.2.12. Use technical writing skills to complete forms and create reports.
- 1.2.13. Identify stakeholders and solicit their opinions.

### **Outcome: 1.3. Business Ethics and Law**

Analyze how professional, ethical, and legal behavior contributes to continuous improvement in organizational performance and regulatory compliance.

#### **Competencies**

- 1.3.1. Analyze how regulatory compliance affects business operations and organizational performance.
- 1.3.2. Follow protocols and practices necessary to maintain a clean, safe, and healthy work environment.
- 1.3.3. Use ethical character traits consistent with workplace standards (e.g., honesty, personal integrity, compassion, justice).
- 1.3.4. Identify how federal and state consumer protection laws affect products and services.
- 1.3.5. Access and implement safety compliance measures (e.g., quality assurance information, safety data sheets [SDSs], product safety data sheets [PSDSs], United States Environmental Protection Agency [EPA], United States Occupational Safety and Health Administration [OSHA]) that contribute to the continuous improvement of the organization.
- 1.3.6. Identify deceptive practices (e.g., bait and switch, identity theft, unlawful door-to-door sales, deceptive service estimates, fraudulent misrepresentations) and their overall impact on organizational performance.
- 1.3.7. Identify the labor laws that affect employment and the consequences of noncompliance for both employee and employer (e.g., harassment, labor, employment, employment interview, testing, minor labor laws, Americans with Disabilities Act, Fair Labor Standards Acts, Equal Employment Opportunity Commission [EEOC]).
- 1.3.8. Verify compliance with computer and intellectual property laws and regulations.
- 1.3.9. Identify potential conflicts of interest (e.g., personal gain, project bidding) between personal, organizational, and professional ethical standards.

### **Outcome: 1.6. Business Literacy**

Develop foundational skills and knowledge in entrepreneurship, financial literacy, and business operations.

#### **Competencies**

- 1.6.4. Identify types of businesses, ownership, and entities (i.e., individual proprietorships, partnerships, corporations, cooperatives, public, private, profit, not-for-profit).
- 1.6.5. Describe organizational structure, chain of command, the roles and responsibilities of the organizational departments, and interdepartmental interactions.
- 1.6.6. Identify the target market served by the organization, the niche that the organization fills, and an outlook of the industry.
- 1.6.11. Describe how all business activities of an organization work within the parameters of a budget.

**Outcome: 1.7. Entrepreneurship/Entrepreneurs**

Analyze the environment in which a business operates, and the economic factors and opportunities associated with self-employment.

**Competencies**

- 1.7.1. Compare and contrast the four types of business ownership (i.e., individual proprietorships, partnerships, corporations, cooperatives).
- 1.7.4. Assess the roles of nonprofit and for-profit businesses.
- 1.7.10. Describe techniques for obtaining experience (e.g., apprenticeship, co-operative [co-op] education, work placement, internship, job shadowing) related to an entrepreneurial objective.
- 1.7.11. Identify initial steps in establishing a business (e.g., limited liability company [LLC], tax ID, permits, insurance, licensing).
- 1.7.13. Protect intellectual property and knowledge (e.g., copyright, patent, trademark, trade secrets, processes).

**Outcome: 1.9. Financial Management**

Use financial tools, strategies, and systems to develop, monitor, and control the use of financial resources to ensure personal and business financial well-being.

**Competencies**

- 1.9.1. Create, analyze, and interpret financial documents (e.g., budgets, income statements).
- 1.9.2. Identify tax obligations.
- 1.9.3. Review and summarize savings, investment strategies, and purchasing options (e.g., cash, lease, finance, stocks, bonds).
- 1.9.4. Identify credit types and their uses in order to establish credit.
- 1.9.5. Identify ways to avoid or correct debt problems.
- 1.9.6. Explain how credit ratings and the criteria lenders use to evaluate repayment capacity affect access to loans.
- 1.9.7. Review and summarize categories (types) of insurance and identify how insurances can reduce financial risk.
- 1.9.8. Identify income sources and expenditures.
- 1.9.9. Compare and contrast different banking services available through financial institutions.
- 1.9.10. Identify the role of depreciation in tax planning and liability.

**Outcome: 1.10. Sales and Marketing**

Manage pricing, place, promotion, packaging, positioning, and public relations to improve quality customer service.

**Competencies**

- 1.10.1. Identify how the roles of sales, advertising, and public relations contribute to a company's brand.
- 1.10.5. Monitor customer expectations and determine product/services satisfaction by using measurement tools.
- 1.10.6. Discuss the importance of correct pricing to support a product or service's positioning in the marketing mix.
- 1.10.7. Describe the importance and diversity of distribution channels (i.e., direct, indirect) to sell a product.
- 1.10.8. Use promotional techniques to maximize sales revenues (e.g., advertising, sales promotions, publicity, public relations).

**Outcome: 1.11. Principles of Business Economics**

Examine and employ economic principles, concepts, and policies to accomplish organizational goals and objectives.

**Competencies**

- 1.11.1. Identify the economic principles that guide geographic location of an industry's facilities (e.g., relative scarcity, price, quantity of products and services).
- 1.11.2. Identify the difference between monetary and nonmonetary incentives and explain how changes in incentives cause changes in behavior.
- 1.11.3. Use economic indicators to identify economic trends and conditions (e.g., inflation, interest rate fluctuations, unemployment rates).

## **Strand 2.**

### **Design**

Learners apply the elements and principles of design and compositional techniques to create works of art and visual layouts for both tactile and digital art forms.

## **Outcome: 2.6.**

### **UX/UI Design**

Develop basic skills and knowledge related to the UX/UI (User Experience/User Interface) Design Process.

### **Competencies**

- 2.6.2. Conduct and analyze research (focus testing, beta testing) with the end user in mind.
- 2.6.5. Conduct and analyze competition research.
- 2.6.12. Describe how attention, memory, perception, conditioning, and learning define the user experience and affects their actions.

### **Strand 3. Written Content Creation**

Learners apply content creation knowledge and skills to use the intended message for entertainment, journalism, or marketing purposes.

#### **Outcome 3.1. Career-Based Writing**

Develop basic skills and knowledge related to fact-, entertainment-, and marketing-based copy.

##### **Competencies**

- 3.1.1. Analyze writing content and styles of fact-, entertainment-, and marketing-based models.
- 3.1.3. Assess and determine the platform for delivery (e.g., video, audio, print, digital, and social media).
- 3.1.4. Compare and contrast vocabulary, transition words, diction, grammar, spelling, syntax, word choice, and sentence structure within writing models.
- 3.1.6. Adapt writing for the literacy level of the audience, including the use of readability software.
- 3.1.8. Meet organization-sensitive requirements such as tone, approach, and word count while following style guide parameters.
- 3.1.9. Adapt the format (e.g., web, column) and body style (e.g., inverted-pyramid, hourglass, narrative) based on technical requirements and the purpose for writing.
- 3.1.10. Select visual imagery to support or enhance copy.
- 3.1.11. Review, re-write, and edit to prepare the final copy for client and artistic approval.
- 3.1.12. Critique the impact of your writing and incorporate editor feedback in a revision.

#### **Outcome 3.2. Entertainment-based Writing**

Produce copies for products designed for amusement and enjoyment.

##### **Competencies**

- 3.2.2. Compare and contrast writing to be read and writing to be performed.
- 3.2.5. Create copy with appropriate tone, content, emotion, and psychology for the speaker or performer.
- 3.2.6. Annotate copy with phonetic spelling for the speaker or performer.
- 3.2.10. Determine how the script dictates various elements including setting, music, and blocking.

3.2.11. Identify different features of scripts (e.g., setting, dialogue, plot, characters).

**Outcome: 3.3. Fact-Based Writing**

Write concise and focused copy for journalism.

**Competencies**

- 3.3.5. Seek, consider, and synthesize primary, secondary, quantitative, and qualitative research.
- 3.3.9. Create informational text for multiple purposes, including editorial, press releases, biographies, narratives, public service announcements, and social media.

**Outcome: 3.4. Market-Based Writing**

Write concise, creative, memorable, sellable copy for advertising, public relations, and proposals.

**Competencies**

- 3.4.1. Research and analyze trends and local markets for opportunities.
- 3.4.2. Determine the wants and needs of the target audience.
- 3.4.3. Communicate brand image and product value.
- 3.4.4. Create subjective text to market products through various information channels to reach target audiences with compelling brand messages.
- 3.4.8. Create and revise messages for word-of-mouth, advertising, digital platforms, and social media.
- 3.4.9. Evaluate advertising to measure quantifiable achievement of goals and objectives, including analytics, where applicable.
- 3.4.10. Apply channels of direct mail, online, email, web, and social media strategies.

**Outcome: 3.5. Social Media**

Develop content for social media.

**Competencies**

- 3.5.5. Create content tailored to a specific social media platform.
- 3.5.7. Perform a social media audit.
- 3.5.8. Analyze the results of a social media audit and create an improvement strategy.
- 3.5.9. Analyze engagement metrics (e.g. follower count, posting frequency, referral traffic).
- 3.5.10. Develop a social media engagement strategy.
- 3.5.11. Develop, generate, and share content for a social media marketing campaign.

## **Strand 6. Digital Design**

Learners apply knowledge and skills of digital design to manipulate and animate new and existing audio, video, or photo images to create graphics for internet, broadcast, mobile, and other multimedia applications.

### **Outcome: 6.1. Content Management**

Import, store, export, and manage digital assets.

#### **Competencies**

- 6.1.7. Export media in the appropriate format for delivery.
- 6.1.8. Manage and archive digital assets through organizational techniques (e.g., metadata, keywords, file/folder structure, name conventions).

### **Outcome: 6.5. Web Page Design**

Design and create webpages to appeal to the end user.

#### **Competencies**

- 6.5.4. Select a web page template based on website characteristics.
- 6.5.5. Design a web page based on subject, devices, audience, layout, color, navigation, graphics, and Americans with Disabilities Act (ADA) requirements.
- 6.5.6. Organize assets for a functional web page.
- 6.5.8. Incorporate audio, video, graphics, and animations into a web page.
- 6.5.9. Draft, revise, edit, and proofread to check for format and text accuracy.
- 6.5.10. Execute usability tests on a completed web page, checking for information accessibility, ease of use, and navigation on multiple platforms and devices.
- 6.5.11. Publish a functioning web page for multiple devices, including advanced functionalities (e.g., database, ecommerce).
- 6.5.13. Transfer files using file compression for transfer or storage and archiving.



## **Strand 7. Performance**

Learners apply knowledge and skills for performance, including roles, processes, procedures, and production design.

### **Outcome: 7.1. Interrelationships**

Examine and explore how music, dance, and theatre disciplines connect to create a production.

#### **Competencies**

- 7.1.1. Identify the similarities and differences in preparation and audition among the performing arts disciplines.
- 7.1.2. Evaluate the importance of the audience and its relationship to the performance.
- 7.1.3. Explain the differences between practice, rehearsal, tech week, and performance.
- 7.1.5. Describe and critique the elements of a performance from an audience member's perspective.
- 7.1.6. Determine the relationship among production elements including costume, scenic, lighting, video, sound, and property design.
- 7.1.7. Describe the role of the stage manager.

### **Outcome: 7.2. Genres**

Analyze and critique the stylistic differences among genres.

#### **Competencies**

- 7.2.4. Explain the influence of social context, historical periods, and culture in the development of a performance.

### **Outcome: 7.11. Production Management**

Assign roles, functions, and procedures based on a script or production plan.

#### **Competencies**

- 7.11.1. Identify the stages in the production process.

- 7.11.2. Describe the function and responsibilities of individuals involved in creating, planning, scheduling, and producing a production.
- 7.11.3. Develop script formats, interpretations, subjects, production choices, and ideas.
- 7.11.4. Secure talent and a location.
- 7.11.5. Manage personnel and workflow.
- 7.11.6. Align the scenes and cast with the script or production plan.