

Sports & Entertainment Marketing

Month	Content	Skills	Assessment	Essential Questions
September	<ul style="list-style-type: none"> Marketing Concepts 	<ul style="list-style-type: none"> Explain basic marketing concepts. Define marketing mix. Define 7 key marketing functions. 	<ul style="list-style-type: none"> participation in class discussion. homework flier with marketing elements demonstrated 	<ul style="list-style-type: none"> What is marketing? What are the activities involved?
	<ul style="list-style-type: none"> Sports Marketing 	<ul style="list-style-type: none"> Define sports marketing. Understand target markets. Identify sports marketing strategies. 	<ul style="list-style-type: none"> participation in class discussion homework create their own logos 	<ul style="list-style-type: none"> Why are demographics important to marketing? Who uses demographics?
	<ul style="list-style-type: none"> Entertainment Marketing 	<ul style="list-style-type: none"> Understand target marketing in entertainment. Relate advances in entertainment technology to changes in distribution. Recognize the power of TV as a marketing tool. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of TV advertisements analysis of internet advertisement 	<ul style="list-style-type: none"> How are advertisements catered to audiences?
	<ul style="list-style-type: none"> Recreation Marketing 	<ul style="list-style-type: none"> Apply the marketing mix to recreation marketing. Describe the marketing for travel & tourism. 	<ul style="list-style-type: none"> participation in class discussion homework descriptions of recreational activities 	<ul style="list-style-type: none"> What is the marketing mix?
	<ul style="list-style-type: none"> Marketing College Athletics 	<ul style="list-style-type: none"> Explain the importance of NCAA ranking of college sports. Define market segmentation. Discuss the growth of marketing & women's sports. 	<ul style="list-style-type: none"> participation in class discussion homework internet exploration of teams & rankings Research the impact of NCAA probation. 	<ul style="list-style-type: none"> What is market segmentation? What changes has the women's market brought to sports?

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September (continued)	<ul style="list-style-type: none"> Economic Impact of College Athletics 	<ul style="list-style-type: none"> Understand the benefits of college sports to the home community. Identify the benefits of sponsorship & licensing to a team. Explain the reasons for realignment of college conferences. 	<ul style="list-style-type: none"> participation in class discussion homework research of universities & their corporate sponsors & logo brochure to promote your home town 	<ul style="list-style-type: none"> What are the economic benefits to a hometown? Why would a sponsor be necessary? Which conference is the toughest?
	<ul style="list-style-type: none"> Amateur Sports 	<ul style="list-style-type: none"> Discuss marketing & sponsoring of amateur sports. Understand the economic benefits of amateur sports. 	<ul style="list-style-type: none"> participation in class discussion homework amateur sports & target markets analysis of "Soccer Moms" 	<ul style="list-style-type: none"> When do amateur athletics spend their money? Who sponsors amateurs?
	<ul style="list-style-type: none"> Big League Sports 	<ul style="list-style-type: none"> Discuss the financial impact of professional sports. Identify the perks associated with big league sports. 	<ul style="list-style-type: none"> participation in class discussion homework internet work of finding ticket prices 	<ul style="list-style-type: none"> Why is winning so important? Why sponsor professionals?
	<ul style="list-style-type: none"> Attracting a Professional Team 	<ul style="list-style-type: none"> Describe the distribution process for a professional sports team. Explain the process for financing a professional sports team. 	<ul style="list-style-type: none"> participation in class discussion homework Research a local team & determine costs & benefits to the community. 	<ul style="list-style-type: none"> What benefits are associated with hosting a professional team?

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September (continued)	<ul style="list-style-type: none"> • Agents, Manager, & Ethics 	<ul style="list-style-type: none"> • Understand the role of a sports agent. • Explain ways professional organizations & their sponsors develop an athlete's character. • Assess the importance of ethical behavior on an athlete's promotional value. 	<ul style="list-style-type: none"> • participation in class discussion • homework • Identify unethical sports behavior. • Leigh Steinberg article 	<ul style="list-style-type: none"> • What does a manager do? • What does a an agent do? • What criteria do they use to select a client? • What type of behavior is acceptable?
	<ul style="list-style-type: none"> • Using Sports to Market Products 	<ul style="list-style-type: none"> • Understand the enormous market for sports. • Explain emotional ties to sports & earning power of women in sports. • Discuss the marketing cycle. 	<ul style="list-style-type: none"> • participation in class discussion • homework • analysis of people they know & their emotional connection to sports 	<ul style="list-style-type: none"> • How are fans important to the marketing cycle?
	<ul style="list-style-type: none"> • Sponsorship 	<ul style="list-style-type: none"> • Understand sponsors & their investments. • Discuss prohibited sponsors. 	<ul style="list-style-type: none"> • participation in class discussion • homework • devise a local sponsorship package for an athletic event • rationales for what products would be offered for fans 	<ul style="list-style-type: none"> • What are some of the responsibilities of a sponsor?
	<ul style="list-style-type: none"> • Promotion 	<ul style="list-style-type: none"> • Discuss promotion & its objectives. • Understand the tools of promotion. 	<ul style="list-style-type: none"> • participation in class discussion • homework • analysis of sponsorship targeting • analysis of sales promotions they have encountered 	<ul style="list-style-type: none"> • What are some promotion sales used in malls?

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September (continued)	<ul style="list-style-type: none"> • Endorsements 	<ul style="list-style-type: none"> • Define endorsements & their restrictions. • Describe qualifications of endorsers. 	<ul style="list-style-type: none"> • participation in class discussion • homework • celebrity endorsement presentation • analysis of paid endorsers 	<ul style="list-style-type: none"> • What are the requirements of an endorsement? • What should be the connection between an athlete & the product? • What traits are required?
October	<ul style="list-style-type: none"> • Public Relations 	<ul style="list-style-type: none"> • Discuss the importance of positive public relations for sports. • Explain how P.R. firms assist in creating favorable images. • Evaluate how athletes can affect public perceptions. 	<ul style="list-style-type: none"> • participation in class discussion • homework • research advertisements & images portrayed 	<ul style="list-style-type: none"> • Define image. • What impact does image have on the public?
	<ul style="list-style-type: none"> • Fans 	<ul style="list-style-type: none"> • List the advantages of fan clubs to both fans & athletes. • Discuss the importance of marketing research before undertaking a licensing agreement. • Describe the successful sports licensees & sponsors. 	<ul style="list-style-type: none"> • participation in class discussion • homework • Design a trading card. • identification of licensees & sponsors 	<ul style="list-style-type: none"> • What are some of the benefits of belonging to a fan club? • Why would a business purchase a license?
	<ul style="list-style-type: none"> • Publishing & Speaking Engagement 	<ul style="list-style-type: none"> • Explain how a sports figure can be successful in the lecture circuit. • Describe the steps in the creation of popular sports books. 	<ul style="list-style-type: none"> • participation in class discussion • homework • develop their own acronyms for speeches • analysis of books 	<ul style="list-style-type: none"> • What topics are included in speeches? • Who is involved in book/speech process?

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October (cont.)	<ul style="list-style-type: none"> • Community Service 	<ul style="list-style-type: none"> • Describe the importance of charities & tournaments to the successful image of athletes & teams. • Explain why athletes become involved with or create their own foundations. 	<ul style="list-style-type: none"> • participation in class discussion • homework • Identify existing foundations & subjects that might need a new foundation. 	<ul style="list-style-type: none"> • What are foundations? • Who benefits from foundations?
	<ul style="list-style-type: none"> • Sports Camps 	<ul style="list-style-type: none"> • Explain why celebrity sports camps have become increasingly popular. • Define the importance of corporate & business contacts in the areas where a sports camp will be held. 	<ul style="list-style-type: none"> • participation in class discussion • homework • Identify locations for sports camps. • Research a local sports camp. 	<ul style="list-style-type: none"> • Why do sports camps look for business sponsors? • Who would attend camps?
	<ul style="list-style-type: none"> • Workshops 	<ul style="list-style-type: none"> • Define the relationship between sponsorship & interest in one-day seminars. • Evaluate three methods of advertising workshops & discuss the benefits of each. 	<ul style="list-style-type: none"> • participation in class discussion • homework • proposal to have a sports store sponsor an event • analysis of advertising methods 	<ul style="list-style-type: none"> • What advertising is used to promote the workshops?
	<ul style="list-style-type: none"> • Marketing Frame 	<ul style="list-style-type: none"> • Explain the role of a sports marketing firm. • Understand the importance of maintaining a positive image for sports owners & marketing firms. 	<ul style="list-style-type: none"> • participation in class discussion • homework • paper on how an athlete helps market goods in store 	<ul style="list-style-type: none"> • Who uses marketing firms? • What is a good image?

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November	<ul style="list-style-type: none"> The Global Market 	<ul style="list-style-type: none"> Describe sports that have become popular internationally. Describe ways in which sports marketing has increased international awareness of sports. Explain some challenges in marketing the Olympics & women's sports. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of sports magazines & web sites for athletes & how they help their leagues 	<ul style="list-style-type: none"> How has the internet/TV impacted international sports?
	<ul style="list-style-type: none"> Careers in Sports Marketing 	<ul style="list-style-type: none"> Identify numerous sports marketing careers. Describe the skills & personal characteristics necessary for a career in sports marketing. 	<ul style="list-style-type: none"> participation in class discussion homework paper on careers & requirements 	<ul style="list-style-type: none"> What skills are needed in marketing?
	<ul style="list-style-type: none"> Entertainment Profits 	<ul style="list-style-type: none"> Explain the profit & cost-cutting strategies used in the motion picture industry. Calculate film revenue & discuss the importance of foreign markets for movies. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of major movie studios 	<ul style="list-style-type: none"> Why would a company seldom use a "wide" release distribution? What data is used to calculate film revenue?
	<ul style="list-style-type: none"> Distribution of Entertainment 	<ul style="list-style-type: none"> Understand the different kinds of entertainment distribution. Discuss promotional strategies for motion pictures. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of where advertising money is spent identification of successful promotions 	<ul style="list-style-type: none"> What promotional strategies do entertainers use to market film?

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	<ul style="list-style-type: none"> Marketing Music & Theater 	<ul style="list-style-type: none"> Understand the promotion of rap music. Explain two kinds of theater promotion. Discuss the legalities of music distribution. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of advertisements analysis of the internet & music 	<ul style="list-style-type: none"> How is word of mouth promotional? How do MP3 impact musical royalties?
November (cont.)	<ul style="list-style-type: none"> Awards & Annual Events 	<ul style="list-style-type: none"> Explain the promotional values of entertainment awards. Discuss the ways in which entertainment is distributed. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of an awards show 	<ul style="list-style-type: none"> What award shows are popular? Who watches award shows?
	<ul style="list-style-type: none"> Entertainment & Marketing Careers 	<ul style="list-style-type: none"> Discuss the preparation needed for a career in the entertainment marketing field. Comprehend the skills needed for specific jobs in entertainment marketing. 	<ul style="list-style-type: none"> participation in class discussion homework mock interviews for jobs 	<ul style="list-style-type: none"> What education/experience is necessary in entertainment? What is the most important skill?
December	<ul style="list-style-type: none"> Customized Entertainment 	<ul style="list-style-type: none"> Explain customizing entertainment products for a market segment. Describe customized entertainment for Baby Boomers. 	<ul style="list-style-type: none"> participation in class discussion homework descriptions of Baby Boomers' products & services 	<ul style="list-style-type: none"> What are Baby Boomer demographics?
	<ul style="list-style-type: none"> Entertainment Technology & Marketing 	<ul style="list-style-type: none"> Explain the impact of technology on entertainment. Describe the need for balance between privacy & marketing information. 	<ul style="list-style-type: none"> participation in class discussion homework List technology changes. paper on merchandise & movies 	<ul style="list-style-type: none"> How does broadband width impact TV marketing?

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	<ul style="list-style-type: none"> Recreational Sports 	<ul style="list-style-type: none"> Examine marketing strategies based on changing demographics. Apply market information to recreational events. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of sports fields in communities analysis of billboards 	<ul style="list-style-type: none"> What recreational sports are available in our area? Who is the target market?
	<ul style="list-style-type: none"> Travel & Tourism 	<ul style="list-style-type: none"> Understand how technology has changed travel marketing. Comprehend the magnitude of modern travel. 	<ul style="list-style-type: none"> participation in class discussion homework analysis of travel agencies & their future analysis of different types of travel destinations 	<ul style="list-style-type: none"> What services do travel agencies provide? Where are the most popular tourist spots?
	<ul style="list-style-type: none"> Sports & Theme Parks 	<ul style="list-style-type: none"> Understand the importance of partnerships between airlines & recreation destinations. Discuss the popularity of halls of fame as destinations. Explain the difference between theme parks & resorts & their marketing strategies. 	<ul style="list-style-type: none"> participation in class discussion homework ideas to promote a theme park Research a theme park outside the U.S. 	<ul style="list-style-type: none"> Who are the target markets for theme parks, resorts, & other recreation destinations? What promotions are used locally to advertise parks?

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January	<ul style="list-style-type: none"> Recreation Marketing Careers 	<ul style="list-style-type: none"> Describe careers in recreational marketing. Develop a recreation marketing career plan. 	<ul style="list-style-type: none"> participation in class discussion homework career plan paper to convince someone to travel 	<ul style="list-style-type: none"> What careers are available?
	<ul style="list-style-type: none"> Promotion 	<ul style="list-style-type: none"> Explain the purpose of advertising. Understand the elements of promotion. 	<ul style="list-style-type: none"> participation in class discussion homework identification of promotion mediums for different ages sales promotions 	<ul style="list-style-type: none"> What are the 4 Ps? What promotions can be used for different products?
	<ul style="list-style-type: none"> Marketing Research 	<ul style="list-style-type: none"> Define the purposes of marketing research. Understand the human element in marketing research. 	<ul style="list-style-type: none"> participation in class discussion homework Identify school target markets & their characteristics. 	<ul style="list-style-type: none"> Who uses marketing research? Who benefits?
January (cont.)	<ul style="list-style-type: none"> Develop a Marketing Plan 	<ul style="list-style-type: none"> Comprehend the purpose of a marketing plan. Understand the components of a strategic marketing plan. 	<ul style="list-style-type: none"> participation in class discussion homework rationale for price determination to an event marketing plan for a talent show 	<ul style="list-style-type: none"> How is price determined? What should be included in a marketing plan?
	<ul style="list-style-type: none"> The Bottom Line 	<ul style="list-style-type: none"> Comprehend the profit motive behind sports & entertainment marketing. Understand types of financing related to sports & entertainment marketing. 	<ul style="list-style-type: none"> participation in class discussion homework Identify opportunities to increase revenues for school events. financial statements 	<ul style="list-style-type: none"> Who uses financial statements? How is profit calculated?

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	<ul style="list-style-type: none"> • Laws & Contracts 	<ul style="list-style-type: none"> • Understand risk management in sports & entertainment marketing. • Recognize the importance of copyright law. • Discuss the need for contracts. 	<ul style="list-style-type: none"> • participation in class discussion • homework • paper on copyright laws 	<ul style="list-style-type: none"> • Why are contracts necessary? • What is risk management?
	<ul style="list-style-type: none"> • Unions 	<ul style="list-style-type: none"> • Analyze the public relations impact of labor laws on sports. • Assess the financial harm that strikes may cause a sport? 	<ul style="list-style-type: none"> • participation in class discussion • homework • analysis of salaries • analysis of contract issues 	<ul style="list-style-type: none"> • Who may go on strike? • What items are included in a contract?
	<ul style="list-style-type: none"> • Licensing 	<ul style="list-style-type: none"> • Explain licensing. • Describe the financial value of licensing sports & entertainment merchandise. 	<ul style="list-style-type: none"> • participation in class discussion • homework • analysis of changing colors & logos 	<ul style="list-style-type: none"> • Who benefits from licensing laws? • How is value calculated?