

Course Title: Sports and Entertainment Marketing

Board Approval Date: 06/16/14

Credit / Hours: .5 credit

Course Description:

This course focuses on mastery of the PA Academic Standards for Business, Computer, and Information Technology. The course is designed to teach the principles, concepts and procedures of marketing through sports and entertainment. Students must have an understanding of marketing in the business world. The areas that this course will cover include sponsorship, distribution, pricing, market research, segmentation, endorsements, event management, marketing plans, and promotion. This course will also delve into how to apply this knowledge in marketing strategies. This course is offered as a semester course.

Learning Activities / Modes of Assessment:

Large group instruction	Tests and Quizzes
Checklists / Teacher Observation	Projects with Rubrics
Small group work	Group Presentations with Research
Computer based projects	

Instructional Resources:

The books, journals, and magazines that are noted below will be used to support classroom discussions. Dozens of other references, including the Internet and field trips, may be used as classroom supplements to these in order to provide a more effective and well-rounded educational experience.

Sports and Entertainment Marketing, Farese, Grossman, Nicholson, Glencoe, 2005.

Marketing, Burrow, South-Western, 2004.

- Sports Illustrated
- ESPN The Magazine
- USA Today Newspaper

Course Pacing Guide

Course: **Sports Entertainment Marketing**

Course Unit (Topic)

Length of Instruction (Days/Periods)

1. Marketing Effect on Business and Sports Entertainment

25 days

2. Sports Impact on the Economy

40 days

3. The Marketing Mix

25 days

DAYS TOTAL

90 Days

Topic: Unit 1 - Marketing Effect on Bus. & Sports Ent.

Days: 25

Subject(s):

Grade(s):

Know:

Understand:

Do:

13.4.B – Compact

Evaluate how entrepreneurial character traits influence career opportunities.

What is marketing concept?

Marketing mix.

Demographics

Understand marketing concept, marketing mix, demographics

15.6.12.A. – Unranked

Evaluate the impact of internal and external influences on financial decisions.

13.4.C - Identify and describe the basic components of a business plan, such as, but not limited to: Business idea, Competitive analysis, Daily operations, Finances/budget, Marketing, Productive resources(human, capital, natural)and Sales forecasting.

13.4.B - Evaluate how entrepreneurial character traits influence career opportunities.

6.2.C.C. - Analyze how media affects economic decisions.

15.9.12.B. - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-toconsumer, business-to-business, and consumer-to-consumer.

15.9.12.C. - Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.

15.9.12.F. - Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

15.9.12.H. - Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.

Topic: Unit 2 - Sports Impact on the Economy

Days: 40

Subject(s):

Grade(s):

Know:

Understand:

Do:

<p>Identify categories of sports</p> <p>international sports</p> <p>women's sports</p> <p>stock market</p> <p>13.1.A - Relate careers to individual interests, abilities, and aptitudes.</p> <p>6.2.9.B - Analyze how the number of consumers and producers affects the level of competition within a market.</p> <p>15.6.12.A. - Evaluate the impact of internal and external influences on financial decisions.</p>	<p>Significance of various sports on the economy.</p>	<p>13.1.A – Essential Relate careers to individual interests, abilities, and aptitudes.</p> <p>6.2.C.B. – Unranked Intentionally Blank</p> <p>Research categories of sports.</p> <p>6.2.9.F - Analyze how competition among producers and consumers affects price, costs, product quality, service, product design, variety and advertising.</p> <p>6.2.C.C. - Analyze how media affects economic decisions.</p> <p>15.6.12.F. - Evaluate criteria for personal spending in relation to the economic climate.</p> <p>15.6.12.A. - Evaluate the impact of internal and external influences on financial decisions.</p> <p>15.6.12.B. - Analyze financial decisions for major purchasing events occurring at different stages in life, systematically considering alternatives and consequences.</p>
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Topic: Unit 3 - The Marketing Mix

Days: 25

Subject(s):

Grade(s):

Know:

6.2.C.A. – Unranked

Analyze the flow of goods and services in the national economy.

What are effective marketing strategies?

15.6.12.A. - Evaluate the impact of internal and external influences on financial decisions.

Understand:

Developing an effective marketing mix.

Do:

6.2.C.A. – Unranked

Analyze the flow of goods and services in the national economy.

Create a marketing plan.

6.2.C.C. - Analyze how media affects economic decisions.

15.9.12.F. - Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

15.9.12.G. - Assess the distribution process of various companies and industries.

15.9.12.H. - Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.

15.9.12.I. - Design a comprehensive promotion plan for a product or service.

15.6.12.A. - Evaluate the impact of internal and external influences on financial decisions.