



**SPRING GROVE AREA SCHOOL DISTRICT**



**PLANNED COURSE OVERVIEW**

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| <b>Course Title:</b> Specialized Marketing - Sports and Entertainment<br><b>Grade Level(s):</b> 9-12<br><b>Units of Credit:</b> .5<br><b>Classification:</b> Elective | <b>Length of Course:</b> 15 cycles<br><b>Periods Per Cycle:</b> 6<br><b>Length of Period:</b> 43 minutes<br><b>Total Instructional Time:</b> 64.5 hours |
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***Course Description***

This course combines marketing with the dynamic and exciting area of sports and entertainment. The relationship that exists between celebrities, sports, and business will be explored. Topics will include the following: sponsorship, agencies, promotion, endorsements, public relations, selling, conducting marketing research, ethics, and sports and entertainment event management. Career opportunities in sports and entertainment marketing will be explored.

***Instructional Strategies, Learning Practices, Activities, and Experiences***

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| Bell Ringers<br>Teacher Demonstrations<br>Guided Individual Practice<br>Guided Group Practice<br>Small Group Lecture | Independent Work Time<br>Homework<br>Flexible Groups<br>Google Classroom | Constructed Response<br>Learning Objectives<br>Hybrid Learning Strategies<br>Simulations (Rockets and Revs, Titan Challenge, Virtual Business) |
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***Assessments***

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| Independent Projects<br>Flexible Group Projects | Independent and Group Assignments<br>Constructed Responses | Quizzes/Tests/Homework<br>Individual and Partner Simulations |
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***Materials/Resources***

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| Sports and Entertainment Marketing 4e by Cengage/National Geographic Learning iPads<br>Teacher-Created Materials and Tutorials | Virtual Business - Sports and Entertainment by Knowledge Matters<br>Instructional YouTube Videos | Junior Achievement Titan Challenge Lessons<br>Google Classroom<br>Guest Speakers |
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**Adopted:** 10/04

**Revised:** 8/17/09; 5/21/18

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| Intro to Marketing Concepts  |  |
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| CONTENT/KEY CONCEPTS   | OBJECTIVES/STANDARDS   |
| <p>Marketing Basics<br/>Sports Marketing<br/>Entertainment Marketing</p> <p><u>Related Vocabulary:</u><br/>marketing<br/>marketing mix<br/>product<br/>distribution<br/>price<br/>promotion<br/>demographics<br/>sports marketing<br/>gross impression<br/>entertainment marketing<br/>entertainment<br/>ratings</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the basic concepts of marketing.</li> <li>• Explain the marketing mix.</li> <li>• Define the six core standard of marketing.</li> <li>• Define sports marketing.</li> <li>• Explain the value of sports marketing to the economy.</li> <li>• Define entertainment.</li> <li>• Describe the impact of advances in entertainment technology on entertainment marketing.</li> </ul> <p>15.9.12.A ~ Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.</p> <p>15.9.12.B ~ Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer</p> <p>15.9.12.C ~ Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.</p> <p>15.9.12.J ~ Analyze data collection methods when entering into or expanding a market.</p> <p>15.9.12.K ~ Create a comprehensive marketing plan.</p> <p>15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.</p> <p>15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| Sports and Entertainment Means Business   |   |
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| CONTENT/KEY CONCEPTS  | OBJECTIVES/STANDARDS  |
| <p>Sports and Entertainment Economics<br/>                     Risk Management<br/>                     Business Ethics<br/>                     Financial Analysis</p> <p><u>Related Vocabulary:</u><br/>                     profit<br/>                     profit motive<br/>                     economics<br/>                     economic utility<br/>                     risk<br/>                     risk management<br/>                     liable<br/>                     ethics<br/>                     principles<br/>                     return on investment<br/>                     forecast<br/>                     budget<br/>                     balance sheet<br/>                     income statement</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Define profit and explain the profit motive.</li> <li>• Describe types of economic utility.</li> <li>• Define risk and describe the categories and classifications of risk.</li> <li>• Name and describe four strategies for risk management.</li> <li>• Describe ethics.</li> <li>• Discuss the impacts of unethical behavior.</li> <li>• Discuss sources of funding and revenue for sports and entertainment businesses.</li> <li>• Describe four tools for financial analysis.</li> </ul> <p>15.3.12.N ~ Demonstrate appropriate work ethic in the workplace, community, and classroom.<br/>                     4.5.10.E ~ Describe the impact of occupational exposure to pollutants. Analyze laws and regulations designed to protect human health. Analyze efforts to prevent, control, and/or reduce pollution through cost and benefit analysis and risk management.<br/>                     15.1.12.X ~ Analyze and perform breakeven and cost benefit analyses to support financial decisions.<br/>                     15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.<br/>                     15.7.12.N ~ Identify business strategies related to international marketing.<br/>                     15.9.12.K ~ Create a comprehensive marketing plan.<br/>                     15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.<br/>                     15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| The Wide World of Sports and Entertainment   |   |
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| CONTENT/KEY CONCEPTS   | OBJECTIVES/STANDARDS  |
| <p>Industry Segments<br/>                     Special Marketing Tools<br/>                     Destinations: Travel and Tourism<br/>                     Worldwide Sports and Entertainment Events</p> <p><u>Related Vocabulary:</u><br/>                     industry<br/>                     industry standards<br/>                     ghostwriter<br/>                     literary agent<br/>                     tourism<br/>                     direct economic impact<br/>                     indirect economic impact<br/>                     niche travel<br/>                     ecotourism<br/>                     joint venture<br/>                     infrastructure<br/>                     globalization<br/>                     piracy</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Define and give examples of subdivisions of an industry.</li> <li>• Explain why marketing decisions are based on industry standards, norms, and trends.</li> <li>• Explain how a sports figure can be successful in the motivational lecture circuit and the publishing industry.</li> <li>• Explain the purpose of and promotion methods used for sports camps and clinics.</li> <li>• Explain the role of travel and tourism in sports and entertainment.</li> <li>• Discuss the roles of resorts and theme parks.</li> <li>• Describe the international role of sports and entertainment marketing.</li> <li>• Discuss the challenges of international marketing.</li> </ul> <p>15.1.12.V ~ Analyze and explain the use of industry averages in assessing the financial condition, operating results, profitability, liquidity, and capital structure.<br/>                     15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.<br/>                     15.7.12.N ~ Identify business strategies related to international marketing.<br/>                     8.3.9.C ~ Analyze how continuity and change have impacted the United States: Belief systems and religions, commerce and industry, technology, politics and government, physical and human geography, social organizations<br/>                     15.9.12.K ~ Create a comprehensive marketing plan.<br/>                     15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.<br/>                     15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| Understanding Customers   |   |
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| CONTENT/KEY CONCEPTS  | OBJECTIVES/STANDARDS  |
| <p>The Marketing Concept<br/>                     Discover what People Want<br/>                     Target Markets<br/>                     Customer Service</p> <p><u>Related Vocabulary:</u><br/>                     marketing concept<br/>                     productivity<br/>                     breakeven point<br/>                     opportunity cost<br/>                     economic market<br/>                     benefits derived<br/>                     comparative advantage<br/>                     emotional purchases<br/>                     rational purchases<br/>                     patronage purchases<br/>                     target market<br/>                     market segment<br/>                     market share<br/>                     customer service gap<br/>                     values-based<br/>                     culture</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the central focus of the marketing.</li> <li>• Explain the reasons for increased sports and entertainment options.</li> <li>• Explain the importance of understanding buyer behavior when making marketing decisions.</li> <li>• List and describe means of collecting marketing information for use in decision making.</li> <li>• Define target market and market segment.</li> <li>• Describe how businesses use market segmentation.</li> <li>• Explain the importance of outstanding customer service.</li> <li>• Explain what it means to establish a service culture.</li> </ul> <p>4.5.12.A ~ Research how technology influences the sustainable use of natural resources. Analyze how consumer demands drive the development of technology enabling the sustainable use of natural resources.</p> <p>4.5.12.E ~ Analyze how consumer demands promote the production of pollutants that affect human health.</p> <p>15.9.12.B ~ Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.</p> <p>15.9.12.E ~ Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.</p> <p>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.</p> <p>15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.</p> <p>15.7.12.N ~ Identify business strategies related to international marketing.</p> <p>15.9.12.K ~ Create a comprehensive marketing plan.</p> <p>15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.</p> <p>15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| The Product is Sports and Entertainment   |   |
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| CONTENT/KEY CONCEPTS  | OBJECTIVES/STANDARDS  |
| <p>The Product Mix<br/>                     Recruiting Athletes and Entertainers<br/>                     Customized Entertainment<br/>                     Product Marketing Strategies</p> <p><u>Related Vocabulary:</u><br/>                     product mix<br/>                     product extensions<br/>                     product enhancements<br/>                     product line<br/>                     brand<br/>                     trademark<br/>                     licensed brand<br/>                     product life cycle<br/>                     skimming price strategy<br/>                     penetration price strategy<br/>                     positioning</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Define product mix, product extension, and product enhancement.</li> <li>• List and describe the components of the product mix.</li> <li>• Define the bottom line for sports.</li> <li>• Explain the high cost of sports and entertainment events.</li> <li>• Define customizing.</li> <li>• Describe the financial impact of baby boomers on the entertainment industry.</li> <li>• List and describe the stages of the product life cycle.</li> <li>• Explain how products are positioned in the marketplace.</li> </ul> <p>15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.<br/>                     15.7.12.N ~ Identify business strategies related to international marketing.<br/>                     15.8.12.S ~ Compare and contrast the processes used for the design, redesign, supply, and/or production of a current industry product.<br/>                     15.9.12.I ~ Design a comprehensive promotion plan for a product or service.<br/>                     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.<br/>                     15.9.12.K ~ Create a comprehensive marketing plan.<br/>                     15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.<br/>                     15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| Sports and Entertainment Promotion  |  |
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| CONTENT/KEY CONCEPTS  | OBJECTIVES/STANDARDS   |
| <p>Promoting Sports and Entertainment Advertising and Placement</p> <p><u>Related Vocabulary:</u><br/>                     advertising<br/>                     product placement<br/>                     publicity<br/>                     sales promotions<br/>                     personal selling<br/>                     tagline<br/>                     media strategy<br/>                     reach<br/>                     wear out<br/>                     frequency</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the goals of promotion.</li> <li>• List and define four elements of promotion.</li> <li>• List and describe the steps involved in developing effective advertising.</li> <li>• Describe the use of product placement.</li> </ul> <p>15.3.12.H ~ Evaluate presentations for language, proper techniques, and media choices.<br/>                     15.3.12.O ~ Identify the diverse communication skills necessary within an organization (e.g., customer relations, sales, management).<br/>                     15.9.12.I ~ Design a comprehensive promotion plan for a product or service.<br/>                     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.<br/>                     15.9.12.K ~ Create a comprehensive marketing plan.<br/>                     15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.<br/>                     15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |

| Promotional Planning  |  |
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| CONTENT/KEY CONCEPTS  | OBJECTIVES/STANDARDS   |
| <p>Promotional Plans<br/>Sponsorships and Endorsements<br/>Promotional Events</p> <p><u>Related Vocabulary:</u><br/>promotional plan<br/>promotional mix<br/>quantitative measurement<br/>qualitative measurement<br/>social network<br/>sponsorship<br/>sponsor<br/>Federal Trade Commission (FTC)<br/>endorsement<br/>themed events<br/>event coordinator<br/>exhibit manager</p> | <p>The students will be able to:</p> <ul style="list-style-type: none"> <li>• List steps in developing a promotional plan.</li> <li>• Discuss recent promotional trends and ways to stay current with trends.</li> <li>• Explain the benefits of sponsorship to the sponsor.</li> <li>• Define endorsements and discuss their restrictions.</li> <li>• Explain the promotional value of involvement in seasonal themed events.</li> <li>• Explain the promotional value of entertainment awards.</li> </ul> <p>15.9.12.I ~ Design a comprehensive promotion plan for a product or service.<br/>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.<br/>15.5.12.H ~ Assess advantages and disadvantages for entrepreneurial business in foreign markets; including language and trade barriers, marketing, and regulations.<br/>15.7.12.N ~ Identify business strategies related to international marketing.<br/>15.9.12.K ~ Create a comprehensive marketing plan.<br/>15.9.12.L ~ Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.<br/>15.9.12.M ~ Evaluate laws and regulations impacting marketing.</p> |