



G-E-T High School Curriculum
Align, Explore, Empower
 Scope and Sequence
 Sports and Entertainment Marketing

- Wisconsin Standards for Business and Information Technology
 - Business Law and Ethics
 - Career Development
 - Marketing

Unit 1 - Basics of Marketing	2 weeks
- This unit will cover the connections of marketing to the sports and entertainment industry.	

<p>In this unit, students will ...</p> <ul style="list-style-type: none"> ● explain the marketing concept as it relates to sports and entertainment; ● describe each marketing function and how it relates to sports and entertainment; ● explain how each component of the marketing mix contributes to successful marketing; ● express the importance of target markets; ● describe advantages and disadvantages of market segmentation and mass marketing; ● explain the importance of market research and analysis; ● illustrate the concept of positioning ● describe how international marketing has affected the sports and entertainment industry.
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Standards -Unit 1
<ul style="list-style-type: none"> ● MK1.a.12.h: Explain and apply the concept of the product mix ● MK1.a.10.h: Identify methods/techniques to generate product or service ideas. ● MK1.e.9.h: Differentiate between ultimate consumers and other types of consumers (i.e., governments, business, nonprofit). ● MK1.e.10.h: Differentiate between rational and emotional buying motives. ● MK1.e.11.h: Define market segmentation and describe how it is used. ● MK1.f.2.h: Identify the reasons for conducting marketing research. ● MK1.f.3.h Identify and collect primary and secondary data for a new product/service proposal.

Unit 2 - Profit, Pricing, and Risks	2 weeks
- This unit will cover profit and how it can be achieved in the sports and entertainment industry	

In this unit, students will ...

- explain the concept and importance of revenue streams
- explain the relationship of profit and loss to sports and entertainment products.
- compare and contrast pricing strategies
- analyze the price of sports and entertainment marketing products
- identify business risks that are commonly associated with sports and entertainment business
- explain methods a sports and entertainment business uses to control risks

Standards - Unit 2

- MK1.b.6.h: Identify pricing strategies (i.e., line, loss leader, psychological, penetration and skimming) and situations in which each is applicable
- MK1.b.7.h: Calculate a product's price using different pricing methods including the break-even point.
- MK1.b.9.h: Explain the impact of evolving technologies on the changing roles of buyers and sellers in determining price.

Unit 3 - Marketing of sports and entertainment

2 weeks

- This unit will cover how the sports and entertainment industry implements a productive marketing plan.

In this unit, students will ...

- Understand why sports and entertainment businesses use marketing;
- Understand the importance of and key components of a marketing plan
- Explain and give examples of marketing using and in sports and entertainment
- Define event marketing
- Explain the uniqueness of event marketing
- Develop an effective event marketing strategy for a sports and entertainment product.

Standards - Unit 3

- MK1.c.7.h: Describe evolving technologies (i.e., the Internet) as a channel of distribution.
- MK1.d.8.h: Evaluate factors used to determine media selection
- MK1.d.12.h: Develop a promotional plan for a product/service.

Unit 4 - Product planning and distribution

2 weeks

- This unit will cover the stages of product planning and distribution.

In this unit, students will ...

- Describe stages of new-product planning
- Illustrate the product mix

- Identify the stages of the product life cycle for new or existing sports or entertainment marketing products.
- Explain channels of distribution for sports and entertainment marketing products
- Discuss the different kinds and uniqueness of entertainment distribution
- Identify strategies to market entertainment products

Standards - Unit 4

- MK1.a.11.h: Identify the impact of the product life cycle on marketing decisions.
- MK1.a.12.h: Explain and apply the concept of the product mix
- MK1.d.10.h: Evaluate media pricing in relations to reach and frequency

Unit 5 - Licensing, sponsorships and endorsements

2 weeks

- This unit will focus on sponsorships, endorsements and licensing in sports and entertainment.

In this unit, students will ...

- Define and explain sponsorship issues
- Examine costs associated with a sponsorships
- Identify types of sponsorship sales and relationship development
- Examine sponsorship opportunities, laws and contracts
- Identify components of endorsement contracts;
- Discuss issues related to celebrity behavior on endorsements
- Define licensing, licensor and licensee
- Explain the advantages and disadvantages of licensing
- Identify examples of licensing in sports and entertainment

Standards - Unit 5

- BLE4.c: Evaluate laws and legal rules associated with intellectual property.
- BLE5.b: Explain and relate the function of a code of ethics in business
- BLe6.a: Differentiate between ethical and legal issues in business relationships

Unit 6 - History of sports and entertainment

2 weeks

- This unit will allow the student to research the history of sports and entertainment marketing and its impact on emerging trends

In this unit, students will ...

- Research and explain the history of sports and entertainment as an industry and how it impacts today's marketplace;

- Identify environmental influences on sports and entertainment demand
- Explain topics, including legislation and ethics, that impact sports and entertainment marketing
- Research trends and emerging technologies affecting the sports and entertainment marketing industry
- Explain the concept of competition for discretionary income.

Standards - Unit 6

- MK1.e.10.h: Differentiate between rational and emotional buying motives.
- MK1.e.11.h: Define market segmentation and describe how it is used.

Unit 7 - Influencing the market

2 weeks

- This unit will cover how the marketing plan is launched to be its most effective.

In this unit, students will ...

- Explain how promoting and implementing a positive plan impacts revenue
- Describe situations that impact the consumer experience
- Explain the role of entertainment in the sports business
- Identify, create, and demonstrate elements of the promotional mix

Standards - Unit 7

- MK1.a.13.h: Describe factors used by business to position products/services.
- MK1.a.14.h: Explain the nature of product/service branding and bundling.
- MK1.a.15.h: Examine reasons for consumers to have brand loyalty.
- MK1.d.9.h: Identify methods for evaluating the effectiveness of various forms of advertising
- MK1.d.10.h: Evaluate media pricing in relations to reach and frequency
- MK1.d.12.h: Develop a promotional plan for a product/service
- MK1.d.13.h: Describe the purposes of various types of sales promotions (i.e., encouraging repeat purchases).

Unit 8 - Careers in Sports and Entertainment Marketing

2 weeks

- This unit will covers potential careers in sports and entertainment marketing.

In this unit, students will ...

- Understand the significance of knowledge of the sports and entertainment industry
- Explore how the use of demographics has influenced the sports and entertainment industry
- Differentiate between buying habits and buying preferences.
- Research careers in the sports and entertainment marketing industry
- List and describe businesses related to sports and entertainment
- Distinguish between the different roles in sports and entertainment marketing

- Demonstrate leadership skills by participating in activities such as career and technical education student organizations.

Standards - Unit 8

- MK1.e.8.h: Describe the impact of consumer differences (i.e., life stages and socioeconomic factors) on buying decisions.
- MK1.e.10.h: Differentiate between rational and emotional buying motives.
- MK1.e.11.h: Define market segmentation and describe how it is used.
- CD3.a: Investigate the world of work in order to gain knowledge of self in order to make informed career decisions.