



The Business of Sports and Entertainment

Course Information

Grade(s):	10, 11 and 12
Discipline/Course:	Business
Course Title:	The Business of Sports and Entertainment
Prerequisite(s):	None
Course Description: <i>Program of Studies</i>	The Business of Sports and Entertainment is an exciting course that studies the key functions of business as they are applied to the sports and entertainment industries. This course studies professional sports leagues, Hollywood movie systems, popular athletes and celebrities and examines how these organizations and people make money, gain endorsement deals, face scandals and cope with the pressures of the public eye. This course introduces the student to foundational business concepts including product life cycles, marketing strategies as well as sponsorships and endorsement strategies. In addition, students will explore a wide variety of rewarding careers in these popular fields. Each unit will focus on specific areas such as brand marketing, licensing, sponsorships, promotion, management, sports and entertainment law and advertising.
Course Essential Questions:	<ul style="list-style-type: none"> ● What are target markets and how are they used to guide marketing strategy? ● How are demographics used by both private and public businesses to target consumers? ● Are there any ethical issues in how businesses target, track and influence their consumers? ● What are the main components of marketing and how do those apply to sports and entertainment products? ● What makes the sports and entertainment industries unique and different from other industries? ● What role does the sports industry/ marketing play in our day to day lives and the US economy? ● What role does ethics play in our Sports and Entertainment industries and do we as a society accept different behavior from celebrities and professional athletes? ● How has the Sports and Entertainment industries been affected and influenced by historical events and people? ● How do businesses use pricing as a strategy? ● How are consumers affected by branding in their everyday lives?

	<ul style="list-style-type: none"> • What role do endorsements play in the sports and entertainment industries and how do celebrity endorsement affect consumers? • What are the factors that are used in matching celebrities with the products they endorse? • Why is brand strategy so important and how does that strategy help increase a company's profit? • How has the entertainment industry grown and been changed by technological advancements and culture? • How has the media changed and affected us in our daily lives? • What role do social media influencers play in the buying and selling of goods in the entertainment market?
Course Enduring Understandings:	<ul style="list-style-type: none"> • Businesses, including those in the Sports and Entertainment industries, use demographics and strategic marketing tools to target consumers and track consumer behavior. • Branding, marketing and celebrity endorsements are used to influence potential customers to buy sports and entertainment products. • Sports industry has a rich history that is embedded in our national culture. • Major League sports have a financial impact on our National economy. • Successful branding is very profitable for both businesses and athletes. • The media, influencers and celebrities have a great impact on our society, culture and the goods and services offered for sale.
Duration & Credit	Semester (½ year) / .5 Credits
Course Materials/Resources:	Instructional Resources Only
FPS Academic Expectations	<p><u>Creating and Constructing</u> The student transforms existing ideas and knowledge into original ideas, products, and processes.</p> <p><u>Collaborating Strategically</u> The student demonstrates awareness, respect, and consideration for self and others while engaging in a shared learning experience.</p>

Year at a Glance (Units):	Unit 1: Introduction to Business and Marketing Principles (3 weeks) Unit 2: Product, Price, Place, and Promotion (4 weeks) Unit 3: The Sports Market (6 weeks) Unit 4: The Entertainment Market: Music and Movies (6 weeks)
--------------------------------------	--

Unit Template

Unit Number and Title:	Unit 1: Introduction to Business and Marketing Principles
Duration:	3 weeks
Resource(s):	N/A
Unit Overview:	This unit is an introduction to the foundational knowledge of marketing concepts and consumer behavior.
Learning Goals	
Standard(s):	NBEA Standard(s): Marketing, IV. The Marketing Mix Marketing, I. Foundations of Marketing Marketing, II. Consumers and Their Behavior
Essential Question(s):	<ul style="list-style-type: none"> ● What are target markets and how are they used to guide marketing strategy? ● How are demographics used by both private and public businesses to target consumers? ● Are there any ethical issues in how businesses target, track and influence their consumers? ● What are the main components of marketing and how do those apply to sports products?
Enduring Understanding(s):	Businesses, including those in the Sports and Entertainment industries, use demographics and strategic marketing tools to target consumers and track consumer behavior.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Define the two types of competition. ● Explain what profit is and why it is important. ● Identify the characteristics of infomercials ● Be able to apply the 4 P's and a SWOT analysis. ● Discuss marketing and advertising's role in creating profit in the sports and entertainment industry. ● Identify and define basic business terminology.

Unit Number and Title:	Unit 2: Product, Price, Place, and Promotion
Duration:	4 weeks
Resource(s):	N/A
Unit Overview:	Explains how successful branding benefits businesses and celebrities.
Learning Goals	
Standard(s):	NBEA Standard(s): <ul style="list-style-type: none"> ● Marketing, I. Foundations of Marketing ● Marketing, IV. The Marketing Mix
Essential Question(s):	<ul style="list-style-type: none"> ● What makes the sports and entertainment industries unique and different from other industries? ● What role does sports marketing play in our day to day lives? ● How do businesses use pricing as a strategy? ● How are consumers affected by branding in their everyday lives? ● What role do endorsements play in the sports and entertainment industry and how do celebrity endorsement affect consumers?
Enduring Understanding(s):	Branding, marketing and celebrity endorsements are used to influence potential customers to buy sports and entertainment products.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> ● Explain how sports and entertainment are used as a marketing tool and impact consumers daily lives. ● Identify psychological and pricing strategies and how it relates to consumer behavior. ● To apply the product life cycle concept to sports and entertainment products and services. ● Describe ways in which the 4 Ps are unique in the sports and entertainment industry versus other businesses. ● Explain the significance of branding, sponsorships, and endorsements in the sports and entertainment industries.

Unit Number and Title:	Unit 3: The Sports Market
Duration:	6 weeks
Resource(s):	N/A
Unit Overview:	Explains the financial impact the sports industry has on our national economy.
Learning Goals	
Standard(s):	NBEA Standard(s): <ul style="list-style-type: none"> Marketing, I. Foundations of Marketing NBEA Standard(s) Management : ETHICS AND SOCIAL RESPONSIBILITY
Essential Question(s):	<ul style="list-style-type: none"> How has the Sports Market been affected and influenced by historical events and people? What role does Major league sports industries play in the US economy? What are the factors that are used in matching celebrities with the products they endorse? Why is brand strategy so important and how does that strategy help increase a company's profit? Should athletes be held accountable for their off field behaviors and held to a higher standard of ethical behavior because of their highly visible presence in our lives?
Enduring Understanding(s):	<ul style="list-style-type: none"> Sports industry has a rich history that is embedded in our national culture. Major League sports have a financial impact on our National economy. Successful branding is very profitable for both businesses and athletes.
Learning Goal(s): <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> Discuss the history of the sports market and identify historical events and people and their impact on the Sports Market. Identify the Risks involved in the Sports industry. Explain the reasons behind the growth of the Sports industry.

- | | |
|--|---|
| | <ul style="list-style-type: none">● Identify and describe Major Sports Leagues and their impact on business and their role in the US Economy.● Research and present current events or trends in the industry.● Explain the impact of ethics on the Sports industry.● Explain the importance of branding, brand equity and endorsement deals. |
|--|---|

Unit Number and Title:	Unit 4: The Entertainment Market: Movies and Music
Duration:	6 weeks
Resource(s):	N/A
Unit Overview:	The media and S&E personalities impact our society, culture, and the economy.
Learning Goals	
Standard(s):	<p><u>Standards</u> 21st Century Skills/International Society for Technology in Education 1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks. 2. Work independently and collaboratively to solve problems and accomplish goals. 3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</p> <p>Connecticut Career and Technical Education – Marketing Education & Business Management Marketing: E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <ul style="list-style-type: none"> ● Describe factors used by marketers to position products/services. ● Explain the nature of product/service branding. <p>Management:</p> <p>Content Standard 5 – Ethics and Social Responsibility – Examine the role of ethics and social responsibility and decision making</p> <ul style="list-style-type: none"> · Evaluate a business code of ethics. · Recognize long-term impact of practicing social responsibility

	<p>Content Standard 9 – Industry Analysis – Analyze a business organization’s competitive position within the industry</p> <p>Analyze relative competitive strengths and weaknesses using appropriate tools.</p>
<p>Essential Question(s):</p>	<ul style="list-style-type: none"> ● How has the entertainment industry grown and been changed by technological advancements and culture? ● What role does ethics play in our Entertainment industry and do we as a society accept different behavior from celebrities? ● How has the media changed and affected us in our daily lives? ● What role do social media influencers play in the buying and selling of goods in the entertainment market?
<p>Enduring Understanding(s):</p>	<p>The media, influencers, and celebrities have a great impact on our society, culture and the goods and services offered for sale.</p>
<p>Learning Goal(s): <i>Students will be able to use their learning to:</i></p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Discuss the history and changes in the Entertainment Market due to changes in technology. ● Explain the reasons for growth seen in the Entertainment Business. ● Identify and describe different Entertainment Business Forums (e.g. Music, Movies, TV, Blogs, etc) ● Research, create and present current events or trends in the industry. ● Identify the role ethics plays in our Entertainment industry. ● Identify how the media, in all its forms, affects our daily lives. ● Understand the cultural and economic role of social media influencers on our society. ● Identify fads and trends and understand how they are created and managed by the entertainment industry and affect us in our daily lives. ● Explore the history of the film and music industries and its influence on our culture.