

Cover - Sports and Entertainment Marketing

Content Area: **Business**
Course(s):
Time Period: **Sample Time Period**
Length: **Sample Length**
Status: **Not Published**

Course Description

Course Description

Sports and Entertainment Marketing is a semester, 2.5 credit course offered to ninth through twelfth-grade students. Sports and Entertainment are essential parts of our modern economy as it relates to a diverse population and global society. Students will embark on an exciting journey through the world of the Sports and Entertainment Business. Fans and companies spend billions of dollars each year on sports. Entertainment is one of the most significant exports from the USA to the world. Students will learn the essential marketing function and how those functions are applied to the sports and entertainment industry. Essential market functions such as Financing, Pricing, Promotion Product, Market Research, Distribution, Sponsorships, Endorsements, and Selling will be explored.

Students will develop knowledge of career possibilities in the Sports and Entertainment Industries. Students will learn the strategies used by successful marketing firms that represent products, investigate websites, and acquaint themselves with people who have succeeded in sports and entertainment and marketing careers (i.e. Sammy Sosa, and Gloria Estefan). Interesting facts and statistics about sports teams and entertainers will be discussed throughout the course.

Background Information: The main emphasis of the curriculum is the presentation of business-related opportunities in sports and entertainment. Students will develop critical, analytical, and decision-making skills by applying marketing principles in the Sports and Entertainment Industry. Instructional strategies will include computer technology applications, real and or simulated experiences, and projects.

Summary: The Sports and Entertainment Industry represents one of the fastest-growing segments of the U.S. Economy. New career opportunities include convention and event managers sports and entertainment agents, managers and marketers, sports and entertainment agents, managers and marketers, and public relations specialists. The Occupational Outlook Handbook projects that jobs in Sports and Entertainment will be among the fastest growing in the nation. Careers in these areas are excellent outlets for students interested in the arts, music, athletics, and the business world. Students can combine their love for these activities with meaningful careers to participate fully and effectively to be productive members of society.

Careers & Planning in Sports & Entertainment

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **June**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit discusses the various career opportunities available in the area of sports & entertainment.

A discussion of venues and the skills needed to prepare for careers.

Enduring Understandings

- List and describe three national student professional organizations.
- Explain the benefits of involvement in student professional organization.
- Explain the skills needed and ways to prepare for a career in sports and entertainment
- Describe the variety of careers available in sports and entertainment marketing.

Essential Questions

- What are the characteristics and skills needed for success?
- Why is professional development important throughout your career?
- Why is it important to become actively involved in a professional organization?

Summative Assessment and/or Summative Criteria

- Teacher observation
- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
- Teacher guided presentations: Chapter 1 What is Sports & Entertainment Marketing, Chapter 2: Putting the Customer First
- Internet activities
- Classroom edition *Bloomberg*
- Collaborative activities
- Students oral and written presentations

Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
Careers and Planning (Two Weeks)	<p>SWBAT</p> <p>Describe the variety of careers available in sports & entertainment.</p> <p>Explain the skills needed and ways to prepare for a career in sports & entertainment.</p> <p>List and describe three national student professional organizations.</p> <p>Explain the benefits of involvement in student professional</p>	<ol style="list-style-type: none"> 1. Define key terms on paper 2. Select a city to host a four-day conference for a national student organization. 3. Choose DECA or FBLA. 4. Hire entertainment for the opening session. 5. Research conferences that can accommodate 14,000 people Prepare a slide presentation 	<ol style="list-style-type: none"> 1. Quiz/Test 2. Students will work on critical thinking, math, geography, communication, and history questions connecting the material learned. 	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>

	<p>organizations.</p> <p>Objective: (PBL) Project Based Learning DECA Convention</p> <p>Do Now: Assemble in Teams to present Projects</p> <p>Assessment: Check for Understanding questions</p> <p>Instructional Strategies and Procedures: Google Slide Presentation and Worksheets</p> <p>Closure: Real-World Application questions</p> <p>Comments: Collect/Grade Classwork</p>	<p>including important facts about the conference using images and music to create excitement about the conference and host city.</p>		
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
- *Multi-sensory instruction*
- *Flexible grouping*
- *Graphic Organizers*
- *Peer buddies*
- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

Standard:

CTE 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.

ELA Standard:NJSLSA.R1. Read closely to determine what the text says explicitly and to make logical inferences and relevant connections from it; cite specific textual evidence when writing or speaking to support

conclusions drawn from the text.

Economics of Supply and Demand

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **March**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit focuses on the economics of sports and entertainment. Economic impact (direct and indirect) is explained.

This unit also includes the fundamentals of supply and demand, the economic systems, and the business cycle.

Numerous videos are linked within the unit.

An outline to facilitate student note-taking is included.

An online Kahoot game review is included.

Enduring Understandings

- Discuss the history of sports and entertainment and its impact on today's markets.
- Define and explain the marketing concept.
- Identify the components of demographics and explain their impact on the marketing mix.
- Discuss the use of marketing tools to sell sports and entertainment products.
- Compare and contrast the marketing of sports and entertainment products.

Essential Questions

- Why do investors chance losing money, and what do they need to know to profit?
- How does the law of supply and demand affect sports and entertainment events?
- What are the business cycles and how do they affect consumer spending on sports & entertainment events?

Summative Assessment and/or Summative Criteria

- Teacher observation

- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
- Teacher guided presentations: Chapter 1 What is Sports & Entertainment Marketing, Chapter 2: Putting the Customer First
- Internet activities
- Classroom edition *Bloomberg*
- Collaborative activities
- Students oral and written presentations

Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Economics in Sports & Entertainment Marketing (Two Weeks)</p>	<p>Students will be able to explain the relationships between supply, demand, and price.</p> <p>Discuss the government's influence on pricing.</p> <p>Define the business cycle and describe its effects.</p> <p>Discuss the importance of monitoring consumer trends.</p>	<ol style="list-style-type: none"> 1. Define key terms on paper 2. Students will research state fairs, vacation destinations, and their favorite college team. Research declining interest and demand of Generation Z for college and pro sports. How to set ticket prices while being sensitive to economic conditions. 	<ol style="list-style-type: none"> 1. Quiz/Test 2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned. 	<p>8.1.12 A. 1, 5-7, 9 8.1.12 B. 1, 2, 4, 6-9, 11, 12 8.2.12 A. 1-3 8.2.12 C. 1-3 9.2.12 A. 1-5 9.2.12 C. 1, 2 9.2.12 D. 1-5 9.2.12 E. 1, 5, 6, 8 9.2.12 F. 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
- *Multi-sensory instruction*
- *Flexible grouping*
- *Graphic Organizers*
- *Peer buddies*
- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

Ethics and Character in Sports & Entertainment

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **March**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit covers ethics and character in sports and entertainment. Interpreting the meaning and analyzing their impacts.

Enduring Understandings

- Interpret the meaning of ethics in sports and entertainment marketing.
- Analyze the impact of ethical and unethical behavior.
- Identify the elements of good character and attitude.

Essential Questions

- What does ethics mean in sports and entertainment marketing , and what impact does unethical behavior have?
- What is meant by ethical behavior in sports?
- Why is behavior of athletes off the field important to a team?

Summative Assessment and/or Summative Criteria

- Teacher observation
- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity

- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
- Teacher guided presentations: Chapter 1 What is Sports & Entertainment Marketing, Chapter 2: Putting the Customer First
- Internet activities
- Classroom edition *Bloomberg*
- Collaborative activities
- Students oral and written presentations

Unit Plan

In this section you may fill in this table or delete it and paste your own.

THEN you will associate your standards by selecting the "standards" tab above, clicking "associate standards" and selecting your standards for this unit from the list.

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Ethics and Character in Sports and Entertainment (Two Weeks)</p>	<p>SWBAT</p> <p>Explain the concept of business ethics.</p> <p>Apply guidelines for ethical behavior.</p> <p>List elements of good character.</p> <p>Provide examples of celebrities and sports figures who exemplify good character and attitude.</p>	<p>1. Define key terms on paper</p> <p>2. Students will work with their group to identify four advertising campaigns that feature celebrities or athletes and how they influenced their thoughts about products in a brief essay.</p>	<p>1. Quiz/Test</p> <p>2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned.</p>	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
- *Multi-sensory instruction*
- *Flexible grouping*
- *Graphic Organizers*
- *Peer buddies*
- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

Foundations of Sports & Entertainment Marketing

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **February**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit will introduce the basic marketing concepts using sports and entertainment as the focus of the lesson.

Numerous engaging videos are linked within the lesson.

An outline for note-taking is included with the lesson.

Articles related to the unit are linked within the unit.

A Kahoot online game review is included.

Enduring Understandings

- Discuss the history of sports and entertainment and its impact on today's markets.
- Define and explain the marketing concept.
- Identify the components of demographics and explain their impact on the marketing mix.
- Discuss the use of marketing tools to sell sports and entertainment products.
- Compare and contrast the marketing of sports and entertainment products.

Essential Questions

- What are the core standards of marketing for a popular sports or entertainment event?
- How is the economy affected by sports & entertainment marketing?
- How has the delivery of entertainment evolved over the past ten years?
- What is the marketing concept for sports & entertainment events?
- Why must sports & entertainment venues conduct research to keep repeat customers?

Summative Assessment and/or Summative Criteria

- Teacher observation

- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
- Teacher guided presentations: Chapter 1 What is Sports & Entertainment Marketing, Chapter 2: Putting the Customer First
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- Collaborative activities
- Students oral and written presentations

Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Foundations of Sports & Entertainment Marketing (Two Weeks)</p>	<p>SWBAT</p> <p>Discuss the history of sports and entertainment and its impact on today's markets.</p> <p>Define and explain the marketing concept.</p> <p>Identify the components of demographics and explain their impact on the marketing mix.</p> <p>Discuss the use of marketing tools to sell sports and entertainment products.</p> <p>Compare and contrast the marketing of sports and entertainment products.</p>	<ol style="list-style-type: none"> 1. Define key terms on paper 2. Students will work with their group to identify four advertising campaigns that feature celebrities or athletes and how they influenced their thoughts about products in a brief essay. 	<ol style="list-style-type: none"> 1. Quiz/Test 2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned. 	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
- *Multi-sensory instruction*
- *Flexible grouping*
- *Graphic Organizers*
- *Peer buddies*
- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

Products & Pricing in Sports & Entertainment

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **April**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit covers the marketing elements of product and price.

The different pricing strategies are illustrated using sports and entertainment as the example.

The product life cycle is covered as well as product positioning.

Enduring Understandings

- Discuss pricing strategies used by businesses to increase sales.
- List five steps to determining price.
- Describe the product mix, product extension, and product enhancement.
- List and describe the components of the product mix.

Essential Questions

- What are the components of the product mix for a sports and entertainment event, and how can the product for that event be enhanced?
- What is the bottom line for sporting events, and why are the costs so high?
- Why are marketing strategies adjusted for different stages of the product life cycle?

Summative Assessment and/or Summative Criteria

- Teacher observation
- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
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- Internet activities
- Classroom edition *Bloomberg*
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- Students oral and written presentations

Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Products and Pricing in sports & Entertainment Marketing (Two Weeks)</p>	<p>SWBAT</p> <p>Discuss pricing strategies used by businesses to increase sales.</p> <p>List five steps for determining the price.</p> <p>Describe the consumer and business product types.</p> <p>Identify the goals of pricing.</p> <p>Describe the concept of positioning and repositioning. Describe the product life cycle.</p>	<ol style="list-style-type: none"> 1. Define key terms on paper 2. Students will explain the concept of inflation when considering ticket prices for playoff tickets and championship tournaments. 	<ol style="list-style-type: none"> 1. Quiz/Test 2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned. 	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
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- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

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Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

Promotion and product licensing

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **May**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit covers promotion and licensing in sports and entertainment.

A discussion of sponsorships and endorsements is covered.

Public relations related to sports and entertainment is also covered.

Enduring Understandings

- Discuss legal aspects of sports & entertainment
- Define intellectual property
- Explain what copyright piracy is
- Describe sponsorship and endorsements
- Discuss media mix and cross promotion
- Compare and contrast public relations and publicity.

Essential Questions

- What are the components of the product mix for a sports and entertainment event, and how can the product for that event be enhanced?
- What is the bottom line for sporting events, and why are the costs so high?
- Why are marketing strategies adjusted for different stages of the product life cycle?

Summative Assessment and/or Summative Criteria

- Teacher observation
- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket

- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
- Worksheet applications: Word Mapping Activities to develop student vocabulary, demographic profiling of sports and entertainment consumers, amateur, professional, and Olympic sports
- Teacher guided presentations: Chapter 1 What is Sports & Entertainment Marketing, Chapter 2: Putting the Customer First
- Internet activities
- Classroom edition *Bloomberg*
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Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Promoting Sports & Entertainment Marketing (Two Weeks)</p>	<p>SWBAT</p> <p>Describe the purposes of promotion.</p> <p>Summarize the significance of the four elements of promotion.</p> <p>Explain the components of effective advertising.</p> <p>Describe various types of sales promotions.</p>	<ol style="list-style-type: none"> 1. Define key terms on paper 2. Students will work to find ways to use product placement in a television network's shows targeting the 16-25 age group. 3. Use the Nielsen website to research television networks and television shows watched by this age demographic. 4. Select three products that could easily be "placed" in the show by providing examples. 	<ol style="list-style-type: none"> 1. Quiz/Test 2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned. 	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
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- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
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- *Flexible grouping*
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- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

Risk Management & Market Segmentation

Content Area: **Business**
Course(s): **Sports Ent Mktg(s)**
Time Period: **February**
Length: **Two Weeks**
Status: **Published**

Summary of the Unit

This unit focuses on managing risk and market segmentation in sports and entertainment.

The classifications of sports (amateur athletes and professionals) are discussed as well as the global impact of sports and entertainment. Extreme sports are included with an engaging video.

Organized labor unions (players' associations) are discussed along with collective bargaining strategies.

Numerous videos are linked within the PowerPoint.

Additional resources are linked within the lesson.

A Kahoot game review is also linked.

An objective test is available.

Enduring Understandings

- Discuss the history of sports and entertainment and its impact on today's markets.
- Define and explain the marketing concept.
- Identify the components of demographics and explain their impact on the marketing mix.
- Discuss the use of marketing tools to sell sports and entertainment products.
- Compare and contrast the marketing of sports and entertainment products.

Essential Questions

- What are the sources and categories of business risk, and how are they managed?
- How is the economy affected by sports & entertainment marketing?
- How has the delivery of entertainment evolved over the past ten years?
- What is the marketing concept for sports & entertainment events?
- Why must sports & entertainment venues conduct research to keep repeat customers?

Summative Assessment and/or Summative Criteria

- Teacher observation
- Classwork-handouts, supplemental materials, and activities.
- Exit Ticket
- Test/Quiz

Resources

- Discussion Do Now: Predicting, connecting, and questioning activity
- Real world strategies used by successful sports & entertainment figures.
- Case study analysis: Should college athletes be paid
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- Internet activities
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Unit Plan

Topic/Selection Timeframe	General Objectives	Instructional Activities	Benchmarks/Assessments	Standards
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<p>Risk Management & Market Segmentation</p> <p>(Two Weeks)</p>	<p>SWBAT</p> <p>Categorize business risks.</p> <p>Explain methods a business uses to manage risks.</p> <p>Conduct a risk assessment and develop a contingency plan for safety and security.</p> <p>Define target market and market segmentation.</p> <p>Describe how business use market segmentation.</p>	<p>1. Define key terms on paper</p> <p>2. Conduct a risk assessment for a sports event at Sayreville War Memorial High School. Students will look at the risk assessment information in <i>The Event Safety Alliance and Special Events Contingency Planning Job Aids Manual</i> published by the Federal Emergency Management Agency (FEMA).</p>	<p>1. Quiz/Test</p> <p>2. Students will work on critical thinking questions, math, geography, communication, and history questions connecting material learned.</p>	<p>8.1.12 A. 1, 5-7, 9</p> <p>8.1.12 B 1, 2, 4, 6-9, 11, 12</p> <p>8.2.12 A 1-3</p> <p>8.2.12 C 1-3</p> <p>9.2.12 A 1-5</p> <p>9.2.12 C 1, 2</p> <p>9.2.12 D 1-5</p> <p>9.2.12 E 1, 5, 6, 8</p> <p>9.2.12 F 1</p>
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Suggested Modifications for Special Education, ELL and Gifted Students

ELL Students

- *Extended time*
- *Build background/vocabulary*
- *Rephrase questions, directions, and explanations*
- *Scaffolded questioning*
- *Use visuals/pictures throughout unit*
- *Student choice activities*
- *Provide word bank*

Special Education/504 Plans (follow all IEP/504 modifications which may include the following:

- *Extended time*
- *Multi-sensory instruction*
- *Flexible grouping*
- *Graphic Organizers*
- *Peer buddies*
- *Chunk information*
- *Scaffolded questioning*
- *Use of graph paper*
- *Provide word bank*

Suggested Technological Innovations/Use

Foundations of Sports & Entertainment Marketing

Grade Levels: 9th-12th *Mostly used with 11th*

PowerPoint Presentations and embedded videos

Cross Curricular/21st Century Connections

21st Century Skills		
Creativity and Innovation	Critical Thinking and Problem Solving	Life and Career Skills
Media Literacy	Communication and Collaboration	Media Information Literacy

Interdisciplinary Connections:

Math-includes an application activity with critical-thinking questions, requiring estimation, calculation, and performing other math functions.

Geography- research of current facts

History-research of current facts

Language Arts-written essays

