



North Polk Community Schools Pacing & Course Description Guide



Grade Level: 9-12

Content: Sports and Entertainment Marketing

Year: 2022-2023

Course Description/Rationale

This course is designed to study marketing principles and concepts in the sports and entertainment industry. Instructional areas will include: An orientation to the sports and entertainment industry, economics, event execution, career opportunities, decision making, event marketing, advertising and promotion, and legal aspects/contracts. (1 HS credit)

Name of Unit	Time Frame	Essential Learning Target	Standard(s)
Unit 1: Intro to Marketing	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
Unit 2: Marketing College Athletes	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers concerning college athletes.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
Unit 2: Marketing Professional Athletes	6 weeks	ELT 1: Understand marketing's role and function in business to facilitate economic exchanges with customers concerning professional athletes.	Core Standard 10: Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.

