

**Elizabethtown Area School District
Scope & Sequence - Quick Reference**



Department: Business Education

Course: Sports management

Grade Level(s): 10-12

<i>Unit Title</i>	<i>General Topic(s)</i>	<i>Pacing</i>
1. History and Evolution of Sports Management	<ul style="list-style-type: none"> Identify factors that contributed to the growth of the sports and entertainment industry Understand the concept of “fandom” and its importance to the business of sports and entertainment 	First ½ of September
2. Sports and Entertainment Careers	<ul style="list-style-type: none"> Distinguish the difference between potential careers in operations and those careers in business Discuss the preparation required for a career in SEM Identify the four primary career segments available in the sports industry 	Second ½ of September
3. Sports Business and Entertainment Fundamentals	<ul style="list-style-type: none"> Define and provide examples of sports and entertainment industry segments Describe and explain the concept of revenue and recognize 	First ½ of October

	<p>its importance to a sports and entertainment organization</p> <ul style="list-style-type: none"> ● Explain the concept of economic impact 	
4. Branding and Licensing	<ul style="list-style-type: none"> ● Define branding, brand equity and brand extension ● Differentiate between corporate brand, product brand, and store brand ● Determine the components of an effective brand name ● Explain the advantages of and disadvantages of licensing ● Identify the four key considerations of on-site merchandising 	Second ½ of October
5. Promotion and Sales	<ul style="list-style-type: none"> ● Define promotion ● Identify the elements of the promotion mix ● Describe and offer an example of five forms of promotion 	November
6. Sponsorship and Endorsements	<ul style="list-style-type: none"> ● Understand the significance of sponsorship and its impact on the financial viability of sports, entertainment, and event properties ● Why companies make the decision to engage in sponsorship as a promotional opportunity for their business, as well as the decisions required to ensure 	December

	<p>their sponsorship program is a sound investment</p> <ul style="list-style-type: none"> • Concepts important to the sponsorship field, including cause marketing, ambush marketing and endorsements 	
<p>7. Fan Experience</p>	<ul style="list-style-type: none"> • Importance of game operations and game entertainment • The way “breaks” in an event or game (half-time, time-outs etc.) are perceived by sports marketer as “opportunities”. • Explain what is meant by “game attractiveness” and how it influences attendance 	<p>January</p>