



MYP Sports & Entertainment Marketing

9th - 12th Grade

- A1 9-10.RST.4 - Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9-10 texts and topics.
- A2 Identify career opportunities in sports, recreation, and entertainment marketing.
- A3 Develop a marketing vocabulary.
- A4 Define and compare business and entrepreneurship structures, plans, and related risks and legalities in the sports and entertainment world.
- A5 Examine regional S/E venues, analyzing facilities, media, and positioning.
- A6 Examine the branding and loyalty promotion.
- A7 Define and demonstrate marketing concepts, foundations, and functions.
- A8 Examine and compare viral marketing and social media.
- A9 Define and explain gender laws and the history of sports and entertainment.
- B10 Identify, compare, and formulate public relations activities for an organization.
- B11 Describe activities to market sports and media channels used in marketing.
- B12 Select strategies and develop a customer service program for maintaining fan support.
- B13 Using market research data, design an event for a local S/E group that meets the needs of a specific target market either in a virtual environment or actual.
- C14 9-10.RST.7 - Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
- C15 Demonstrate leadership skills needed in the workforce.
- C16 Identify, contrast, and compare endorsements and sponsorships.
- C17 Identify the steps in the marketing plan.
- D18 9-10.WHST.6 - Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.
- D19 9-10.WHST.8 - Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.
- D20 Evaluate advertising and promotion in business and marketing.
- D21 Demonstrate punctuality needed in the workplace.
- D22 Critically evaluate the success of the business solution against the design specification.

- D23 Explain how the business solution could be improved.
- D24 Analyze, manage and evaluate leadership development in management.
- D25 Define and explain contracts, licensing, and trademarks in the sports and entertainment industry.