

Wilson Area School District Planned Course Guide

Title of planned course: Sport Management

Subject Area: Physical Education

Grade Level: 10, 11, 12

Course Description: Sport Management is a humanities elective that will provide students with an understanding of the many career options available in sports, an overview of sport management in regard to a possible course study in college, and introduce students to the basic knowledge and skills to prepare them for those careers.

The course will cover the history of sports in the United States, in regard to where we were, where we are, and where we are going. It will address the big picture of careers and jobs, both full time and part time (such as coaching or officiating). Career options will include, but are not limited to: athletic training, business, marketing, sports law, research, event management, and athletic directing. Within each career, we will study what the occupation actually consists of, necessary skills and abilities needed to be successful within each career, and what education (specific college major, degree) is needed in order to work in the specific profession. The content of the course will be supplemented by guest speakers and presenters, current events in the sports world, and real world experiences/activities, such as helping plan/organize local sports events or tournaments.

Time/Credit for this Course: Half Year / 0.5 Credit

Curriculum Writing Committee: Mike Falcone

Curriculum Map

August:

- Introduction to Sport Management
- Sport Management Concepts

September:

- Sport Management Concepts
- Developing a Professional Perspective
- History of Sport in the U.S.
- Interscholastic Sport

October:

- Intercollegiate Sport
- Professional Sport
- Managing Sport Across the Life Span
- International Sport

November:

- Sport Marketing/Sales
- Emerging Developments in Sport Management

December:

- Facility/Event Management
- Legal Considerations
- Communication in the Sport Industry

January:

- Finance, Sales, and Analytics
- Introduction to Sport Management
- Sport Management Concepts

February:

- Developing a Professional Perspective
- History of Sport in the U.S.
- Interscholastic Sport
- Intercollegiate Sport

March:

- Professional Sport
- International Sport
- Managing Sport Across the Life Span

April:

- Sport Marketing/Sales
- Emerging Developments in Sport Management

May:

- Facility/Event Management
- Legal Considerations
- Communication in the Sport Industry
- Finance, Sales, and Analytics

June: Finance, Sales, and Analytics

Wilson Area School District Planned Course Materials

Course Title: Sport Management

Textbook: Contemporary Sport Management, Seventh Edition (Pedersen and Thibault).

Supplemental Books:

- Applied Sport Management Skills
- Principles and Practices of Sport Management
- Sports in American History

Teacher Resources:

- The Business of Sports Podcast
- Front Office Sports
- Sports Management Current Events
- Various Sport Management related websites/media

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Introduction to Sport Management

Time frame: 1-2 classes

State Standards: 13.1- Career Awareness and Preparation

Anchor(s) or adopted anchor: 13.1.B,D- Career Awareness and Preparation (Personal Interests, Local Career Preparation Opportunities)

Essential content/objectives: At end of the unit, students will be able to:

- Identify personal interests in relation to sport management
- Identify and describe various careers in sport management
- Clarify misconceptions about sport management
- Compare sport management programs in higher education

Core Activities: Students will complete/participate in the following:

- Personal interest survey
- What you know/want to know about sport management prequiz
- Sport Management College and Career Search
- Current Events/Trends

Extensions: Additional research

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Pre-Quiz
- Surveys
- Know/Want to Know Charts
- Student Research

Materials & Resources:

- Worksheets
- Teacher Generated Materials

Assessments:

- Pretest/Survey
- Teacher Led Discussion

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Sport Management Concepts

Time frame: 3-4 classes

State Standards

- 13.3- Career Retention and Advancement
- 15.8- Management

Anchor(s) or adopted anchor:

- 13.3. A-F- Work Habits, Cooperation/Teamwork, Group Interaction, Budgeting, Workplace Changes
- 15.8.G,I.- Analyze leadership skills...analyze and select appropriate managerial communication

Essential content/objectives: At end of the unit, students will be able to:

- Discuss examples of traditional and non-traditional sport activities
- Identify settings in which sport activities occur
- Explain ways of organizing the sport industry
- Discuss the four unique aspects of sport management (sport marketing, sport enterprise financial structures, sport industry career paths, sport as a social institution)
- Identify types of sport management positions available in the field
- Explain competencies required for success
- Apply critical thinking skills to a problem in sport management
- Discuss challenges and opportunities facing sport managers of the future
- Describe the influence of the environment on sport organizations
- Demonstrate an understanding of organizational effectiveness
- Analyze the importance of strategic planning and organizational culture in managing organizations
- Identify key challenges and opportunities of innovation in sport
- Detail the roles ethics and social responsibility play in the management of sport

Core Activities: Students will complete/participate in the following:

- Compare and contrast traditional and nontraditional sport activities and settings
- Create a chart of competencies needed for success in general sport management
- Create/analyze critical thinking questions needed for sport management
- Compare organizational management approaches
- Create a template of how to have a positive organizational culture
- Use critical thinking skills to come up with innovative ideas an organization could theoretically use
- Current Events/Trends

Extensions: Guest speakers from organizations

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Research
- Group Work

Materials & Resources:

- Worksheets
- Websites
- Compare/contrast charts
- Research outlines
- Teacher Generated Materials

Assessments:

- Quiz
- Research Outlines
- Project

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Developing a Professional Perspective

Time frame: 1-2 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.2- Career Acquisition
- 13.3- Career Retention and Habits

Anchor(s) or adopted anchor:

- 13.1.A and F- Career Awareness and Preparation (Abilities and Aptitudes, Preparation for Careers)
- 13.2.A,B,C- Career Acquisition (Interviewing Skills, Documents, Portfolios)
- 13.3.A and B- Career Retention and Advancement (Work Habits, Cooperation)

Essential content/objectives: At end of the unit, students will be able to:

- Recognize the importance of professional preparation, attitude, and career planning and management.
- Describe strategies for positioning yourself to be successful in the field of sport management.
- Identify current strengths and weaknesses of their own professional skills.
- Explain how to improve their professional skill set.
- Discover resources that are useful in planning for a sport management career.
- Describe the importance of work habits and teamwork in sport management.

Core Activities: Students will complete/participate in the following:

- Identifying their personal strengths and weaknesses
- Resume Building
- Researching the sport management career steps (college, internships, entry level jobs)
- Case Studies/Scenarios
- Current Events/Trends

Extensions:

- Additional research
- Interviewing a professional

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Self-Evaluation
- Think-Pair-Share

Materials & Resources:

- Worksheets
- Case Studies/Scenarios
- Teacher Generated Materials

Assessments:

- Quiz
- Personal Resume

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: History of Sport in the United States

Time frame: 1-2 classes

State Standards: 13.1- Career Awareness and Preparation

Anchor(s) or adopted anchor: 13.1.F- Career Awareness and Preparation (Preparation for Careers)

Essential content/objectives: At end of the unit, students will be able to:

- Describe the initial sports and activities that were played in the United States
- Examine how sport changed throughout the history of the United States
- Examine opportunities for different people to participate in various sports
- Evaluate the current state of sports in the United States
- Analyze the direction in which sport is going in the future

Core Activities: Students will complete/participate in the following:

- Compare and contrast the history of various sports
- Describe the changes in sports over the history of the United States
- Research the history of one sport you know really well
- Research the history of one sport you do not currently much about
- “Predict the Future”- analyze where a certain sport will be in the next several years

Extensions:

- Additional research
- Visit a sport museum (in person or virtual)
- Stories/Documentaries on various aspects of the history of a sport

Remediation: Adaptations to specific learner’s needs

Instructional Methods:

- Direct Instruction
- Guided Research

Materials & Resources:

- Worksheets
- Compare/Contrast Charts
- History of Sport in the United States Textbook
- Hall of Fame/Sport History Museum Websites

Assessments:

- Comparison
- History of a Sport Assignment

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Interscholastic Sport

Time frame: 2-3 classes

State Standards: 13.1- Career Awareness and Preparation

Anchor(s) or adopted anchor: 13.1.D, E,F and H- Career Awareness and Preparation (Local Career Preparation Opportunities, Career Selection Influences, Preparation for Careers, Relationship Between Education and Career)

Essential content/objectives: At end of the unit, students will be able to:

- Examine career options in interscholastic athletics (teacher, coach, athletic director, athletic trainer, official)
- Identify the historical foundations of interscholastic athletics
- Discuss the governance of interscholastic athletics (national, state, local)
- Explain the goals of interscholastic athletics (teaching athletes lifelong skills, as opposed to focus on winning)
- Compare and contrast the operational functions of public and private schools
- Analyze the roles of head coaches and athletic directors in interscholastic athletics
- Discuss current challenges and issues facing interscholastic athletics

Core Activities: Students will complete/participate in the following:

- Study the history of interscholastic athletics
- Research the structure of national, state, and local interscholastic athletics
- Pre/post assessment of what you think the duties and responsibilities are of coaches and athletic directors
- A Day in the Life of a Head Coach/Athletic Director activity
- Current Events/Trends

Extensions:

- Multiple Guest Speakers (Coaches, AD's, Officials)
- "Job Shadow" someone in interscholastic athletics

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Guest Speaker
- Think-Pair-Share

Materials & Resources:

- Worksheets
- Scenarios
- A Day in the Life of Worksheet
- Teacher Generated Materials

Assessments:

- Post Assessment (Quiz, Written Paper)

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Intercollegiate Sport

Time frame: 2-3 classes

State Standards: 13.1- Career Awareness and Preparation

Anchor(s) or adopted anchor: 13.1.D, E,F and H- Career Awareness and Preparation (Local Career Preparation Opportunities, Career Selection Influences, Preparation for Careers, Relationship Between Education and Career)

Essential content/objectives: At end of the unit, students will be able to:

- Examine career options in intercollegiate athletics
- Identify the historical development of intercollegiate athletics
- Describe the governance of intercollegiate athletics
- Identify key administrative personnel within the athletic department
- Examine the roles and responsibilities of personnel working in the intercollegiate athletic department
- Discuss current challenges and issues facing intercollegiate athletics
- Compare the main differences from high school to collegiate athletics

Core Activities: Students will complete/participate in the following:

- Study the history of intercollegiate athletics
- Compare the different levels of intercollegiate athletics (Division One, NAIA, HBCU, etc.)
- What you know/learned: pre and post activity about the different roles and jobs
- Similarities and Differences of high school and collegiate athletics
- Research one intercollegiate league, sport, team, or tournament you know a lot about
- Research one intercollegiate league, sport, team, or tournament you know little about
- Current Events/Trends

Extensions:

- Guest speakers from the collegiate level
- Field trip to a local college

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Research
- Group Work

Materials & Resources:

- Worksheets
- Websites
- Compare/contrast charts
- Research outlines

- Teacher Generated Materials

Assessments:

- Quiz
- Research Outlines

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Professional Sport

Time frame: 2-3 classes

State Standards: 13.1- Career Awareness and Preparation

Anchor(s) or adopted anchor: 13.1.D, E,F and H- Career Awareness and Preparation (Local Career Preparation Opportunities, Career Selection Influences, Preparation for Careers, Relationship Between Education and Career)

Essential content/objectives: At end of the unit, students will be able to:

- Examine career types options in professional sport
- Discuss the historical development of professional sport
- Know the four aspects of professional sport that distinguish it from other industries (interdependence, structure and governance, labor-management relations, and the role of electronics and new media)
- Describe the unique facets of professional sport governance
- Identify and describe the major revenue sources for a professional sport team
- Evaluate opportunities and challenges facing personnel of professional sport teams and leagues
- Understand why sport leagues and teams operate the way they do presently

Core Activities: Students will complete/participate in the following:

- Study the development of professional sport
- Pre/post assessment of various careers
- Job comparison activity in professional sport
- Research the history of one team and league they know a lot about
- Research the history of one team and league they know little about
- Current Events/Trends

Extensions:

- Guest speakers from the professional sport level
- Owner/General Manager for a day activity
- Field trip or virtual tours of a professional sport organization

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Research
- Independent Work
- Group Work

Materials & Resources:

- Worksheets
- Websites
- Compare/contrast charts
- Research outlines
- Teacher Generated Materials

Assessments:

- Quiz
- Research Outlines

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Managing Sport Participation Across the Life Span

Time frame: 2-3 classes

State Standards

- 13.1- Career Awareness and Preparation
- 15.8- Management

Anchor(s) or adopted anchor:

- 13.1.D, E, F and H- Career Awareness and Preparation (Local Career Preparation Opportunities, Career Selection Influences, Preparation for Careers, Relationship Between Education and Career)
- 15.8.12.G- Analyze leadership skills necessary for leading at various management levels

Essential content/objectives: At end of the unit, students will be able to:

- Identify sectors of sport opportunities across the lifespan (youth sports, community sports, fitness centers, adult leagues)
- Examine various organizations providing sport opportunities across the life span and their diverse missions
- Identify and explain challenges regarding participant access to sport
- Define and distinguish between community and youth sport
- Differentiate among the outcomes and goals associated with various sport offerings
- Evaluate career opportunities available within sport across the life span

Core Activities: Students will complete/participate in the following:

- Provide personal history in their participation in sport prior to high school
- Research local, state, and national sport across the lifespan organizations
- Career search within sport across the life span
- Generate a list of opportunities for participation in sport across the lifespan
- Current Events/Trends

Extensions:

- Guest speakers (youth coaches, personal trainers/adult coaches)
- Field trip to a local fitness center

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Research
- Group work

Materials & Resources:

- Worksheets
- Websites

- Compare/contrast charts
- Research outlines
- Teacher Generated Materials

Assessments:

- Quiz
- Follow Up Assignments

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: International Sport Management

Time frame: 1-2 classes

State Standards

- 13.1- Career Awareness and Preparation
- 15.7- Global Business

Anchor(s) or adopted anchor:

- 13.1.E and F- Career Awareness and Preparation (Career Selection Influences, Preparation for Careers)
- 15.7.12.L- Identify worldviews and their impact on global business

Essential content/objectives: At end of the unit, students will be able to:

- Examine and evaluate changes that have resulted in the expansion of international sport (changes in Olympic games, increased opportunities for women in sport, international recruiting of athletes and marketing efforts, and the introduction of countries from emerging economies)
- Discuss the influence of governance on international sport
- Analyze current issues related to international sport
- Identify skills, experiences, and competencies that help aspiring international sport managers prepare for the job market

Core Activities: Students will complete/participate in the following:

- Compare and contrast different sports from around the world
- Analyze the growth of American sports (such as football or basketball) internationally
- Worksheet on etiquette/customs from around the world
- Olympics research/activity
- Job opportunities research for different areas of international sport
- Current Events/Trends

Extensions:

- Guest speakers
- Extended research on different career options

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Independent Research
- Group Work

Materials & Resources:

- Worksheets
- Websites
- Compare/contrast charts

- Research outlines
- Teacher Generated Materials

Assessments:

- Quiz
- Project

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Sports Marketing

Time frame: 2-3 classes

State Standards: 15.9- Marketing

Anchor(s) or adopted anchor:

- 15.9.12.A- Analyze and summarize professional designations, careers, and organizations within the field of marketing.
- 15.9.12.B- Analyze how marketing influences today's households, businesses, and society.
- 15.9.12.F- Evaluate processes needed to obtain, develop, maintain, and improve products and services.

Essential content/objectives: At end of the unit, students will be able to:

- Understand the definition of sports marketing
- Identify the unique challenges and opportunities of sports marketing
- Recognize the importance of a strategic and tactical approach to sports marketing
- Understand the 10-step process of developing a marketing plan
- Describe how a product's life cycle affects its marketing focus
- Discuss the role of research in effective marketing
- Understand the different ways of evaluating a sports marketing plan
- Identify the career opportunities in sports marketing

Core Activities: Students will complete/participate in the following:

- Compare and contrast factors that makes sports marketing unique activity
- Develop a sports marketing plan using the ten-step process
- Case studies/analysis of sports marketing plans
- Current Events/Trends

Extensions:

- Guest Speaker/Interview
- Predict the direction of future sports marketing

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Research
- Group Work/Analysis

Materials & Resources:

- Worksheets
- Scenarios
- Create a Marketing Plan Activity
- Teacher Generated Materials

Assessments:

- Marketing Plan Analysis
- Marketing Plan Creation

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Emerging Developments in Sports Management

Time frame: 1-2 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement

Anchor(s) or adopted anchor:

- 13.1.A, C, F- Career Awareness and Preparation (Aptitudes and Abilities, Non-Traditional Workplace Roles, Preparations for Careers)
- 13.3.F- Workplace Changes

Essential content/objectives: At end of the unit, students will be able to:

- Explain the application of artificial intelligence (AI) to the sport industry
- Examine how virtual reality (VR) and augmented reality (AR) can be harnessed to advance sport business
- Compare esports with traditional and non-traditional sports
- Identify the benefits of esports participation
- Identify revenue sources for esports
- Discuss ways streaming has affected the viewing of sports
- Describe the difference between traditional fantasy sport and daily fantasy sport
- Understand the fantasy sport business and the key operators in it
- Identify the difference between fantasy sport and sports betting
- Describe the recent changes (legal, technological) in sports betting
- Analyze career opportunities with emerging developments in sport management

Core Activities: Students will complete/participate in the following:

- Compare and contrast traditional, non-traditional sports, and esports
- Research assignment on the development of VR, AR, or esports
- Positive and negative comparison of the use of AI in sport management
- History of fantasy sports
- Sports Betting Debate/Legal Stance/Law or Rule Creation
- Current Events/Trends

Extensions:

- Guest Speaker
- Create a fantasy sports or esports league

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research
- Group Work

Materials & Resources:

- Worksheets
- Scenarios
- Research/Legal Outline
- Teacher Generated Materials

Assessments:

- Paper/Debate
- Quiz
- Research assignment

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Facility and Event Management

Time frame: 3-4 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement
- 15.8- Management

Anchor(s) or adopted anchor:

- 13.1.F- Preparation for Careers
- 13.3.B-F- Cooperation/Teamwork, Group Interaction, Budgeting, Time Management, Workplace Changes
- 15.8.12.G- Analyze leadership skills necessary for leading at various management levels

Essential content/objectives: At end of the unit, students will be able to:

- Distinguish between the various types of venues that hold sport and entertainment events
- Recognize the key steps necessary to effectively manage a facility
- Identify the difference between public facilities and those managed by private companies
- Discuss the similarities and differences between event and facility management
- Gain an understanding of the positions available in the field of event and facility management
- Demonstrate an understanding of the procedures, principles, ethical practices, and current trends in planning and managing an event or facility
- Recognize the importance of crowd management
- Identify critical elements of a proper crowd management plan
- Analyze the similarities and differences in staging participant and spectator sporting events
- Utilize critical thinking skills to describe several major problems currently facing facility and event managers
- Describe the four types of sport tourism (event-based, active, sport heritage, and sport-themed) and their role in event management
- Examine local events and facility management

Core Activities: Students will complete/participate in the following:

- Comparison of different venues
- High School Facility Checklist
- High School Event Checklist/Management Plan
- Research an event
- Research the history of a franchises' venue or venues
- Teacher Guided Event Creation/Plan
- Case Studies/Scenarios Analysis
- Current Events/Trends

Extensions:

- Guest Speakers
- Independently create an event

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research
- Group Work

Materials & Resources:

- Worksheets
- Checklists/Wilson Area School District Facilities
- Case Studies/Scenarios
- Event/Facility Information
- Teacher Generated Materials

Assessments:

- Checklists
- Event Creation
- Quiz
- Research assignment

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Legal Considerations in Sports Management

Time frame: 1-2 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement

Anchor(s) or adopted anchor:

- 13.1.F- Career Awareness and Preparation (Preparations for Careers)
- 13.3.F- Workplace Changes

Essential content/objectives: At end of the unit, students will be able to:

- Explain the American judicial System and its application to the sport industry
- Identify and describe the sources of law
- Describe when sport management organizations are required to comply with constitutional requirements
- Identify situations involving the management or marketing of sport in which legal issues influence the decision-making process of those in leadership positions
- Describe legal concepts in a sport context, including federal law issues such as Title IX and state law issues such as negligence
- Engage in critical thinking and problem solving regarding how the law can influence sport management decisions

Core Activities: Students will complete/participate in the following:

- Outline the key points of the judicial system in sports
- Title IX description and affect
- Case Studies/Compliance officer scenarios
- Current Events/Trends

Extensions:

- Guest Speaker
- Analysis of local facility (i.e. Coca Cola Park, looking for safety warnings, identifying compliance laws such as safety netting, handicap access, etc.)

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research/Scenario Analysis
- Group Work

Materials & Resources:

- Worksheets
- Scenarios/Case Studies
- Compliance Checklist
- Teacher Generated Materials

Assessments:

- Compliance Checklist
- Case Studies

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Emerging Developments in Sports Management

Time frame: 1-2 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement

Anchor(s) or adopted anchor:

- 13.1.A, C, F- Career Awareness and Preparation (Aptitudes and Abilities, Non-Traditional Workplace Roles, Preparations for Careers)
- 13.3.F- Workplace Changes

Essential content/objectives: At end of the unit, students will be able to:

- Explain the application of artificial intelligence (AI) to the sport industry
- Examine how virtual reality (VR) and augmented reality (AR) can be harnessed to advance sport business
- Compare esports with traditional and non-traditional sports
- Identify the benefits of esports participation
- Identify revenue sources for esports
- Discuss ways streaming has affected the viewing of sports
- Describe the difference between traditional fantasy sport and daily fantasy sport
- Understand the fantasy sport business and the key operators in it
- Identify the difference between fantasy sport and sports betting
- Describe the recent changes (legal, technological) in sports betting
- Analyze career opportunities with emerging developments in sport management

Core Activities: Students will complete/participate in the following:

- Compare and contrast traditional, non-traditional sports, and esports
- Research assignment on the development of VR, AR, or esports
- Positive and negative comparison of the use of AI in sport management
- History of fantasy sports
- Sports Betting Debate/Legal Stance/Law or Rule Creation
- Current Events/Trends

Extensions:

- Guest Speaker
- Create a fantasy sports or esports league

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research
- Group Work

Materials & Resources:

- Worksheets
- Scenarios
- Research/Legal Outline
- Teacher Generated Materials

Assessments:

- Paper/Debate
- Quiz
- Research assignment

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Communication

Time frame: 2-3 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement

Anchor(s) or adopted anchor:

- 13.1.F- Preparation for Careers
- 13.3.B,C,F- Cooperation/Teamwork, Group Interaction, Workplace Changes

Essential content/objectives: At end of the unit, students will be able to:

- Analyze why effective communication skills are essential for success in sport management
- Examine the key aspects of the field based on the strategic sport communication model (SSCM)
- Explain how communication technology, including social and digital media, is transforming the sport industry
- Understand the definition of sport public relations, and its critical importance in advancing brands
- Describe the role and importance of medial relations in sport organizations
- Discuss the nature of community relations and its value to sport organizations
- Explore ethical issues associated with aspects of sport communication
- Explain how critical thinking skills relate to effective sport communication
- Analyze career opportunities in sport communication

Core Activities: Students will complete/participate in the following:

- Examine real world sport communication
- Create a sample sport communication project for a sports entity
- Case Studies/Scenarios Analysis
- Current Events/Trends

Extensions:

- Guest Speakers
- Assist the Wilson Athletic Department with sport communication
- Work for a local sports media company

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research
- Group Work

Materials & Resources:

- Worksheets
- Websites

- Case Studies/Scenarios
- TV/Print Media
- Teacher Generated Materials

Assessments:

- Media Analysis
- Quiz
- Project

Curriculum Scope & Sequence

Planned Course: Sport Management

Unit: Finance, Sales, and Analytics

Time frame: 3-4 classes

State Standards

- 13.1- Career Awareness and Preparation
- 13.3- Career Retention and Advancement
- 15.8- Management
- 15.9- Marketing

Anchor(s) or adopted anchor:

- 13.1.C, F- Non-traditional Workplace Roles, Preparation for Careers
- 13.3.B,D,F- Cooperation/Teamwork, Budgeting, Workplace Changes
- 15.8.12.F- Critique business strategies designed to balance the needs of the business with the work force
- 15.9.12.H- Explain the impact of various pricing strategies on the consumer and business
- 15.9.12.J- Analyze data collection methods when entering into or expanding a market
- 15.9.12.L- Analyze the costs and benefits of using technology in marketing to gain a competitive advantage

Essential content/objectives: At end of the unit, students will be able to:

- Relate basic principles of economics and finance to the sport industry
- Understand the basic supply and demand model and how it relates to the sport industry
- Describe factors that affect the building of new sport facilities
- Understand the economic impact of sport events
- Describe the business structures of sport organizations
- Identify the basic principles of financial management
- Recognize the basic elements of balance sheets and income statements for sport organizations
- Understand the importance, definition, functions, and process of sport business sales
- Describe the consumers' attitudes and decision making in relation to sport sales
- Explain how new media offerings and social media opportunities contribute to sport consumer behavior
- Explain the sport analytics process
- Describe how analytics are used in the sport industry
- Discuss the role of technology in enabling the rapid growth of sport analytics
- Analyze career opportunities in sport finance, sales, and analytics

Core Activities: Students will complete/participate in the following:

- Create a basic financial statement for a sport organization
- Create a basic ticket plan for a sport organization
- Compare how sales in sports have evolved
- Case Studies/Scenarios Analysis of finance/sales/analytics
- Current Events/Trends

Extensions:

- Guest Speakers
- Work with a local sports entity, or the school district, on real cases
- Use analytics for a real project (i.e. survey students or teachers for something of interest)

Remediation: Adaptations to specific learner's needs

Instructional Methods:

- Direct Instruction
- Individual Research
- Group Work

Materials & Resources:

- Worksheets
- Case studies/scenarios
- Sample financial statements and ticket plans
- Teacher Generated Materials

Assessments:

- Creation of financial statements
- Creation of ticket/sales plans
- Quiz
- Project