

## **Moon Area School District Curriculum Map**

**Course:** Sports and Entertainment

**Grade Level:** 9-12

**Content Area:** Business Education

**Frequency:** Semester Course

### **Big Ideas**

1. Sports & Entertainment Marketing Basics
2. Functions of Marketing in Sports and Entertainment Industry
3. Social & Digital Marketing in Sports and Entertainment Industry
4. Events, Sponsors & Fans (Event Triangle)
5. Profit, Economics, Pricing, Revenue, & Risks
6. The Marketing & Promotion Plan

### **Essential Questions**

7. Analyze current trends in sports and entertainment marketing
8. Describe the types of Sports and entertainment that have become increasingly popular internationally
9. Describe ways sports and entertainment marketing has increased international awareness of each
10. Understand the market potential for sports and entertainment
11. The student demonstrates professional standards/employability skills as required by business and industry.
12. Students will gain an understanding of basic marketing concepts and terminology as they pertain to the sports and entertainment industry
13. Identify and understand the basic concepts and the core standards of marketing.
14. Students will learn how to connect the functions of marketing to the sports and entertainment industry
15. Analyze current trends in sports and entertainment marketing
16. Identify sports marketing strategies
17. Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve the desired outcome.
18. Understand the use of promotional components used to communicate with targeted audiences
19. Students will be able to identify and define the "event triangle" and identify its various components (event, sponsor, and fan) and their inter-relatedness.
20. Discuss and review means of evaluating an event.
21. Discuss how current technology and social media impact the "event" component of the Event Triangle.
22. Students will gain a greater understanding of the "sponsor" component of the Event Triangle.
23. Students will gain a greater understanding of the "fan" component of the Event Triangle.

24. Discuss sponsorship of sports teams and organizations
25. Discuss the levels of sports and entertainment sponsorships
26. Discuss how sponsorships invest in sports teams and entertainment
27. The student knows how sports and entertainment businesses achieve profitability
28. The student knows pricing strategies.
29. The student knows that various types of risks impact business activities.
30. Identify the types of financing related to sports and entertainment marketing
31. The student knows how sports and entertainment businesses achieve profitability
32. The student knows pricing strategies.
33. The student knows that various types of risks impact business activities.
34. Identify the types of financing related to sports and entertainment marketing

**Primary Resource(s) & Technology:**

Microsoft Teams, Promethean Board, Student Laptops, Lab Desktops

**Pennsylvania and/or focus standards referenced at:**

[www.pdesas.org](http://www.pdesas.org)  
[www.education.pa.gov](http://www.education.pa.gov)

<b>Big Ideas/ EQs</b>	<b>Focus Standard(s)</b>	<b>Assessed Competencies (Key content and skills)</b>	<b>Timeline</b>
1,7-11	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C 1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> <li>• With demonstrations and application, students will have knowledge of the basic concepts of sports and entertainment marketing.</li> <li>• Students will analyze and research how this industry is so substantial in society and business.</li> <li>• Students will discover an understanding of how marketing helps sports and entertainment thrive, learn about the history, current trends, career fields, professionalism, and ethics.</li> <li>• Students will develop the skills to research and reflect on current sports and entertainment marketing trends and brainstorm how to stay innovative in this industry.</li> </ul>	15-18 Days
2, 12-14	3.6.12B 3.7.12 C 3.7.12 D 3.7.12 E 3.8.12 C	<ul style="list-style-type: none"> <li>• Analyze current trends in sports and entertainment marketing</li> <li>• Describe the types of Sports and entertainment that have become increasingly popular internationally</li> </ul>	14-16 Days

	1.1.11 F 1.2.11 A	<ul style="list-style-type: none"> <li>• Describe ways sports and entertainment marketing has increased international awareness of each</li> <li>• Understand the market potential for sports and entertainment</li> <li>• The student demonstrates professional standards/employability skills as required by business and industry.</li> </ul>	
3, 15-18		<ul style="list-style-type: none"> <li>• Understands the basics of Digital Marketing.</li> <li>• Knowledge of all digital marketing channels.</li> <li>• Understand and determine how social media affects marketing and consumers.</li> <li>• Knowledge of forms of social media.</li> <li>• How social media marketing creates value for businesses and consumers.</li> <li>• Determine different social media marketing strategies.</li> <li>• Understand the basic principles of digital marketing strategies and social media and how it helps businesses.</li> <li>• Knowledge of digital marketing channels, and SMART Goals.</li> <li>• Knowledge of forms of social media and social media digital marketing strategies.</li> </ul>	13-16 Days
4, 19-26		<ul style="list-style-type: none"> <li>• Students will be able to identify and define the "event triangle" and identify its various components (event, sponsor, and fan) and their inter-relatedness.</li> <li>• Discuss and review means of evaluating an event.</li> <li>• Discuss how current technology and social media impact the "event" component of the Event Triangle.</li> </ul>	14-15 Days
5, 27-30		<ul style="list-style-type: none"> <li>• Explain the concept and importance of revenue streams</li> <li>• Explain the relationship of profit and loss to sports and entertainment products.</li> <li>• Compare and contrast pricing strategies</li> <li>• Analyze the price of sports and entertainment marketing products</li> </ul>	15-18 Days

		<ul style="list-style-type: none"> <li>• Identify business risks that are commonly associated with sports and entertainment business</li> <li>• Explain methods a sports and entertainment business uses to control risks</li> </ul>	
6, 31-34		<ul style="list-style-type: none"> <li>• Define promotion and discuss its role</li> <li>• Identify goals of promotion</li> <li>• Identify and explain the components of a conventional marketing plan</li> <li>• Explain the role and identify how promotional plans, as well as events, are integrated into a sports/entertainment marketing plan.</li> <li>• Plan Develop a sports/entertainment marketing plan for a sports/entertainment property or event.</li> <li>• Develop a promotion plan for a sports/entertainment property or event.</li> </ul>	14-17 Days