

Catasauqua Area School District

Planned Course of Study

Course Title: Sports & Entertainment Marketing

Grade Level(s): 9, 10, 11, & 12

Text: Farese, L. S., Grossman, D. A., & Nicholson, G. (2005). *Sports & Entertainment Marketing*. Woodland Hills, CA, CA: Glencoe/McGraw-Hill.

Course Description

Sports & Entertainment Marketing will expose students to the basic functions of marketing through application to the sports and entertainment industries. Concepts to be studied include general marketing principles, the economic impact of marketing, product design, pricing strategies, branding/licensing, and promotions. Students will be asked to complete projects that demonstrate comprehension of marketing principles. Sports & Entertainment Marketing can provide a foundation for college bound students anticipating majors in the business field.

Essential Questions & Competencies

- What is the purpose of marketing?
- What relationship does marketing have with earning profits?
- In what ways do the sports and entertainment industry benefit from marketing?

- Define marketing
- Explain the marketing concept
- Define demographics
- Explain the marketing mix
- Explain economics and free enterprise
- Identify intellectual property rights
- Analyze the different type of business ownership
- Explain the economic impact of sports and entertainment
- Investigate the history of sports and entertainment and hypothesize the impact of sports and entertainment history on today's markets
- Present how sports and entertainment marketers use tools to sell their products
- Explain risks and risk management of sports and entertainment events
- Analyze similarities/differences between marketing sports and entertainment products
- Define sports marketing
- Identify the different categories of sports
- Differentiate between amateur sports and professional sports
- Discuss the significance of international sports
- Discuss the significance of women's sports
- Define the sports consumer
- Explain market segmentation
- Identify sports products

- Explain the differences between sports goods and services
- Distinguish between product line and product mix
- Analyze the economic impact of sports marketing
- Differentiate between product item and product line
- Classify products as consumer goods or business goods
- Create a new sports product utilizing the seven steps in developing a new product
- Identify the stages in a product's life cycle
- Analyze price and the role it plays in determining profit
- Describe the factors that affect pricing decisions
- Identify pricing strategies and defend pricing decisions in a sports product
- Define market research
- Explain how business use marketing research
- Identify the steps used in the research process
- Explain how business make the place decisions as part of the marketing mix
- Discuss direct and indirect channels of distribution
- Explain the concept of branding and brand equity
- Identify the type of brands
- Explain brand names and develop an effective brand name
- Discuss product licensing and how licensed goods are merchandised
- Explain the importance of sponsorships and endorsements
- Evaluate criteria for how companies choose sports endorsers for their products
- Define event marketing
- Create promotions and a promotional mix in sports marketing
- Identify the roles of advertising and sales promotion in sports marketing
- Describe the use of technology in promotion
- Identify the roles of public relations and personal selling in sports marketing
- Explain the types and steps of selling
- Analyze/Develop a sports marketing plan
- Identify each element found in a marketing plan
- Discuss the diversity of career and employment opportunities in sports marketing
- Identify different career and employment opportunities in sports marketing
- Define entertainment marketing
- Identify different types of entertainment media
- Analyze the economics of entertainment marketing
- Debate the global impact of entertainment marketing
- Explain types of businesses and ownership in the entertainment industry
- Identify forms of entertainment marketed to consumers
- Identify types of entertainment products
- Define evergreen products
- Describe location-based entertainment (LBE)
- Explain the significance of impulse spending
- Explain why marketing is involved in entertainment-product development
- Explain the importance of programming
- Evaluate similarities/differences of entertainment brand identity, brand marks, and trademarks
- Identify brand strategies used by entertainment companies
- Justify how celebrities are brands
- Define gross profit and net profit
- Identify different pricing goals
- Identify factors that determine CD/music and concert prices
- Explain how market research is used to identify target markets

- Discuss how demographics are used in entertainment marketing
- Explain the use of primary and secondary data
- Explain the difference between qualitative and quantitative research
- Gather and analyze data utilizing various entertainment market research methods
- Identify criteria for selecting outlets and venues
- Define long term image
- Describe the role of merchandising in entertainment marketing
- Research how the United States government controls endorsements
- Describe the role of sponsorship in entertainment marketing
- Explain the importance of entertainment product licensing
- Explain aspects of royalties
- Explain the promotional mix in entertainment marketing
- Identify the role of advertising in entertainment promotion
- Discuss the importance of public relations in entertainment marketing
- Demonstrate personal selling and promotions in entertainment marketing
- Compare/contrast media and non-media advertisements
- Investigate how other promotional methods are used in entertainment marketing
- Justify the importance of reaching diverse markets
- Analyze/Develop an entertainment marketing plan
- Analyze/Develop a business plan
- Analyze/Develop a promotional plan
- Describe educational preparation for a career in marketing
- Identify career areas in entertainment marketing

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Course Syllabus

Course Content	Tentative Timeframe	PA Core	State Standards
Unit 1: Marketing and Sports & Entertainment <ul style="list-style-type: none"> Chapter 1: World of Marketing Chapter 2: Sports and Entertainment: Connections and Contrast 	Unit 1 – 10 days Ch 1 – 4 days Ch 2 – 6 days	CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F	6.2.12.B 6.2.12.G 6.5.12.C 15.8.12.B 15.8.12.C 15.8.12.E 15.9.12.B 15.9.12.C 15.9.12.F 15.9.12.G 15.9.12.H
Unit 2: Sports Marketing <ul style="list-style-type: none"> Chapter 3 – The Sports Market Chapter 4 – Sports Products 	Unit 2 – 12 days Ch 3 – 6 days Ch 4 – 6 days	CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F	6.1.12.B 6.1.12.C 15.2.12.B 15.9.12.A 15.9.12.B 15.9.12.C
Unit 3: Sports Marketing Mix <ul style="list-style-type: none"> Chapter 5 – Product and Price Decisions: Sports Chapter 6 – Sports Market Research and Outlets Chapter 7 – Branding and Licensing Chapter 8 – Sports Promotion Chapter 9 – Sports Marketing Plans and Careers 	Unit 3 – 28 days Ch 5 – 6 days Ch 6 – 6 days Ch 7 – 6 days Ch 8 – 6 days Ch 9 – 4 days	CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC.1.4.11-12.A CC1.4.1112Aa CC.1.4.11-12.B CC1.4.1112Ba CC.1.4.11-12.F CC1.4.1112Ha CC.1.4.11-12.H	6.2.12.C 13.2.11.B 15.2.12.B 15.3.12.B 15.3.12.C 15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.D 15.9.12.E 15.9.12.F 15.9.12.G 15.9.12.H 15.9.12.I 15.9.12.J 15.9.12.K 15.9.12.L
Unit 4: Entertainment Marketing <ul style="list-style-type: none"> Chapter 10 – The Entertainment Market 	Unit 4 – 12 days Ch 10 – 6 days	CC1.3.1112Ab CC1.3.1112Ba	6.1.12.C 6.2.12.B

<ul style="list-style-type: none"> Chapter 11 – Entertainment Products and Marketing 	Ch 11 – 6 days	CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F	6.2.12.C 15.3.12.D 15.6.12.A 15.9.12.B 15.9.12.G
Unit 5: Entertainment Marketing Mix <ul style="list-style-type: none"> Chapter 12 – Product and Price Decisions: Entertainment Chapter 13 – Entertainment Market Research and Outlets Chapter 14 – Images and Licensing Chapter 15 – Entertainment Promotion Chapter 16 – Entertainment Marketing Plans and Careers 	Unit 5 – 28 days Ch 12 – 6 days Ch 13 – 6 days Ch 14 – 6 days Ch 15 – 6 days Ch 16 – 4 days	CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC.1.4.11-12.A CC.1.4.11-12.B CC.1.4.11-12.F CC.1.4.11-12.H	6.2.12.C 13.2.11.B 15.2.12.B 15.3.12.B 15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.D 15.9.12.E 15.9.12.F 15.9.12.G 15.9.12.H 15.9.12.I 15.9.12.J 15.9.12.K 15.9.12.L

Teaching Strategies Utilized

Direct Instruction | Discussion | Case Study | Cooperative Learning | Role Play | Debates | Projects | Inquiry
 Technology Integration | Reinforcement | Games | Class/Home Assignments | Video

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 1 - World of Marketing</p> <ul style="list-style-type: none"> • Define marketing • Explain the marketing concept • Define demographics • Explain the marketing mix • Explain economics and free enterprise • Identify intellectual property rights • Analyze the different type of business ownership • Explain the economic impact of sports and entertainment 	<p>K</p> <p>AP</p> <p>K</p> <p>AP</p> <p>AP</p> <p>AP</p> <p>M</p> <p>AP</p>	<p>Chapter 1 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p>	<p>Chapter 1 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p>	<p>Ch 1 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 1 Standards:</p> <p>6.2.12.B</p> <p>6.2.12.G</p> <p>6.5.12.C</p> <p>15.8.12.A</p> <p>15.8.12.B</p> <p>15.8.12.E</p> <p>15.9.12.F</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Social Studies – Understanding of basic Economic principles.</p>					

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<p><i>The student will be able to:</i></p> <p>Chapter 2 - Sports and Entertainment: Connections and Contrast</p> <ul style="list-style-type: none"> Investigate the history of sports and entertainment and hypothesize the impact of sports and entertainment history on today's markets Present how sports and entertainment marketers use tools to sell their products Explain risks and risk management of sports and entertainment events Analyze similarities/differences between marketing sports and entertainment products 	<p>K, AP</p> <p>AP</p> <p>AP</p> <p>M</p>	<p>Chapter 2 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p>	<p>Chapter 2 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p>	<p>Ch 2 Anchors:</p> <p>CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F</p>	<p>Ch 2 Standards:</p> <p>15.6.12.A 15.8.12.C 15.9.12.B 15.9.12.C 15.9.12.F 15.9.12.G 15.9.12.H</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Social Studies – Analysis of how past activities impact current behaviors</p>					

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<p><i>The student will be able to:</i></p> <p>Chapter 3 – The Sports Market</p> <ul style="list-style-type: none"> Define sports marketing Identify the different categories of sports Differentiate between amateur sports and professional sports Discuss the significance of international sports Discuss the significance of women’s sports 	<p>M</p> <p>K</p> <p>K</p> <p>AP</p> <p>AP</p>	<p>Chapter 3 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Activity – Sport Profile</p>	<p>Chapter 3 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Activity Scoresheet</p>	<p>Ch 3 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 3 Standards:</p> <p>15.2.12.B</p> <p>15.9.12.A</p> <p>15.9.12.B</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Social Studies – Analysis of how past activities impact current behaviors; defining market segments/categories</p>					

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<p><i>The student will be able to:</i></p> <p>Chapter 4 – Sports Products</p> <ul style="list-style-type: none"> • Define the sports consumer • Explain market segmentation • Identify sports products • Explain the differences between sports goods and services • Distinguish between product line and product mix • Analyze the economic impact of sports marketing 	<p>K</p> <p>AP</p> <p>K</p> <p>AP</p> <p>M</p> <p>M</p>	<p>Chapter 4 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Activity – Product Line/Mix</p>	<p>Chapter 4 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Activity Scoresheet</p>	<p>Ch 4 Anchors:</p> <p>CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F</p>	<p>Ch 4 Standards:</p> <p>6.1.12.B 6.1.12.C 15.9.12.B 15.9.12.C</p>

Resources/Materials

Textbook | Slideshow | iPad | Canvas | Videos | Case Study | Research Questions

Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities

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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 5 – Price and Product Decisions: Sports</p> <ul style="list-style-type: none"> Differentiate between product item and product line Classify products as consumer goods or business goods Create a new sports product utilizing the seven steps in developing a new product Identify the stages in a product’s life cycle Analyze price and the role it plays in determining profit Describe the factors that affect pricing decisions Identify pricing strategies and defend pricing decisions in a sports product 	<p>AP</p> <p>AP</p> <p>M</p> <p>K</p> <p>AP</p> <p>K</p> <p>M</p>	<p>Chapter 5 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Project – Product Development</p>	<p>Chapter 5 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Project Rubric</p>	<p>Ch 5 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p> <p>CC1.4.1112Ha</p>	<p>Ch 5 Standards:</p> <p>15.9.12.B</p> <p>15.9.12.D</p> <p>15.9.12.F</p> <p>15.9.12.G</p> <p>15.9.12.H</p> <p>15.9.12.J</p> <p>15.9.12.L</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Mathematics – Calculating pricing items (profit, markup, cost, etc.)</p>					

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<i>The student will be able to:</i>					
Chapter 6 – Sports Market Research and Outlets		Chapter 6 Activities:	Chapter 6 Assessments:	Ch 6 Anchors:	Ch 6 Standards:
<ul style="list-style-type: none"> Define market research 	K	Teacher Led Instruction	Questioning	CC1.3.1112Ab	6.2.12.C
<ul style="list-style-type: none"> Explain how business use marketing research 	AP	Discussion	Observation	CC1.3.1112Ba	15.9.12.B
<ul style="list-style-type: none"> Identify & utilize the steps used in the research process 	AP/M	Video	Graded Assignments	CC1.3.1112Bb	15.9.12.C
<ul style="list-style-type: none"> Explain how business make the place decisions as part of the marketing mix 	AP	Case Study	Quiz/Test	CC1.3.1112Ja	15.9.12.D
<ul style="list-style-type: none"> Discuss direct and indirect channels of distribution 	K	Student Inquiry	Research Findings	CC1.4.1112Aa	15.9.12.E
		Cooperative Activities	Project Rubric	CC1.4.1112Ba	15.9.12.F
		Technology Integration		CC.1.4.11-12.F	15.9.12.G
		Classwork & Homework		CC1.4.1112Ha	15.9.12.J
		Project - School Based Marketing Research			15.9.12.L

Resources/Materials

Textbook | Slideshow | iPad | Canvas | Videos | Case Study | Research Questions

Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities
 Mathematics – Data analysis from surveys

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<p><i>The student will be able to:</i></p> <p>Chapter 7 – Branding and Licensing</p> <ul style="list-style-type: none"> • Explain the concept of branding and brand equity • Identify the type of brands • Explain brand names and develop an effective brand name • Discuss product licensing and how licensed goods are merchandised • Explain the importance of sponsorships and endorsements • Evaluate criteria for how companies choose sports endorsers for their products 	<p>K</p> <p>AP</p> <p>K, M</p> <p>AP</p> <p>K</p> <p>AP</p>	<p>Chapter 7 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Activity – Brand Name & Endorsement</p>	<p>Chapter 7 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Activity Scoresheets</p>	<p>Ch 7 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 7 Standards:</p> <p>6.2.12.C</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.F</p> <p>15.9.12.L</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
English/Language Arts – Reading/Writing for assignments and activities					

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<p><i>The student will be able to:</i></p> <p>Chapter 8 – Sports Promotion</p> <ul style="list-style-type: none"> Define event marketing Create promotions and a promotional mix in sports marketing Identify the roles of advertising and sales promotion in sports marketing Describe the use of technology in promotion Identify the roles of public relations and personal selling in sports marketing Explain the types and steps of selling 	<p>K</p> <p>R</p> <p>AP</p> <p>M</p> <p>M</p> <p>AP</p>	<p>Chapter 8 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Project – Promotional Plan</p>	<p>Chapter 8 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Project Rubric</p>	<p>Ch 8 Anchors:</p> <p>CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC.1.4.11-12.A CC.1.4.11-12.B CC.1.4.11-12.F CC.1.4.11-12.H</p>	<p>Ch 8 Standards:</p> <p>6.2.12.C 15.3.12.B 15.9.12.B 15.9.12.C 15.9.12.D 15.9.12.F 15.9.12.I 15.9.12.L</p>

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English/Language Arts – Reading/Writing for assignments and activities

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<p><i>The student will be able to:</i></p> <p>Chapter 9 – Sports Marketing Plans and Careers</p> <ul style="list-style-type: none"> Analyze/Develop a sports marketing plan Identify each element found in a marketing plan Discuss the diversity of career and employment opportunities in sports marketing Identify different career and employment opportunities in sports marketing 	<p>R</p> <p>AP</p> <p>K</p> <p>AP</p>	<p>Chapter 9 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Project – Sports Marketing Plan</p> <p>Activity – Sports Marketing Career Evaluation</p>	<p>Chapter 9 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Project Rubric</p> <p>Activity Scoresheets</p>	<p>Ch 9 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC.1.4.11-12.A</p> <p>CC.1.4.11-12.B</p> <p>CC.1.4.11-12.F</p> <p>CC.1.4.11-12.H</p>	<p>Ch 9 Standards:</p> <p>13.2.11.B</p> <p>15.2.12.B</p> <p>15.3.12.B</p> <p>15.3.12.C</p> <p>15.9.12.A</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.F</p> <p>15.9.12.H</p> <p>15.9.12.K</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Career Skills – Identifying careers in a career cluster</p>					

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Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 10 – The Entertainment Market</p> <ul style="list-style-type: none"> • Define entertainment marketing • Identify different types of entertainment media • Analyze the economics of entertainment marketing • Debate the global impact of entertainment marketing • Explain types of businesses and ownership in the entertainment industry • Identify forms of entertainment marketed to consumers 	<p>K</p> <p>AP</p> <p>AP</p> <p>AP</p> <p>AP</p> <p>K</p>	<p>Chapter 10 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p>	<p>Chapter 10 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p>	<p>Ch 10 Anchors:</p> <p>CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F</p>	<p>Ch 10 Standards:</p> <p>6.1.12.C 6.2.12.B 15.6.12.A 15.9.12.B 15.9.12.G</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Social Studies – Economic principles and contemporary social issues influencing the entertainment industry</p>					

Catasauqua Area School District
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Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 11 – Entertainment Products and Marketing</p> <ul style="list-style-type: none"> Identify types of entertainment products Define evergreen products Describe location-based entertainment (LBE) Explain the significance of impulse spending Explain why marketing is involved in entertainment-product development Explain the importance of programming 	<p>K</p> <p>K</p> <p>K</p> <p>K</p> <p>K</p> <p>K</p>	<p>Chapter 11 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p>	<p>Chapter 11 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p>	<p>Ch 11 Anchors:</p> <p>CC1.3.1112Ab CC1.3.1112Ba CC1.3.1112Bb CC1.3.1112Ja CC1.4.1112Aa CC1.4.1112Ba CC.1.4.11-12.F</p>	<p>Ch 11 Standards:</p> <p>6.2.12.C 15.3.12.D 15.9.12.B</p>

Resources/Materials

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Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities

Catasauqua Area School District
Course Title: Sports & Entertainment Marketing
Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<i>The student will be able to:</i>					
<p>Chapter 12 – Product and Price Decisions: Entertainment</p> <ul style="list-style-type: none"> • Evaluate similarities/differences of entertainment brand identity, brand marks, and trademarks • Identify brand strategies used by entertainment companies • Justify how celebrities are brands • Define gross profit and net profit • Identify different pricing goals • Identify factors that determine CD/music and concert prices 	<p>M</p> <p>K</p> <p>M</p> <p>AP</p> <p>AP</p> <p>AP</p>	<p>Chapter 12 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Activity –Branding</p>	<p>Chapter 12 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Activity Scoresheet</p>	<p>Ch 12 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 12 Standards:</p> <p>6.2.12.C</p> <p>15.3.12.B</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.F</p> <p>15.9.12.H</p> <p>15.9.12.L</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
<p>English/Language Arts – Reading/Writing for assignments and activities</p> <p>Mathematics – Calculating pricing items (profit, markup, cost, etc.)</p>					

Catasauqua Area School District
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Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 13 – Entertainment Market Research and Outlets</p> <ul style="list-style-type: none"> Explain how market research is used to identify target markets Discuss how demographics are used in entertainment marketing Explain the use of primary and secondary data Explain the difference between qualitative and quantitative research Gather and analyze data utilizing various entertainment market research methods Identify criteria for selecting outlets and venues 	<p>AP</p> <p>K</p> <p>AP</p> <p>AP</p> <p>M</p> <p>K</p>	<p>Chapter 13 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Activity – School Based Market Research</p>	<p>Chapter 13 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Activity Scoresheet</p>	<p>Ch 13 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 13 Standards:</p> <p>6.2.12.C</p> <p>15.3.12.B</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.E</p> <p>15.9.12.F</p> <p>15.9.12.G</p> <p>15.9.12.J</p> <p>15.9.12.L</p>

Resources/Materials

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Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities
 Mathematics – Data analysis from surveys

Catasauqua Area School District
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Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<i>The student will be able to:</i>					
Chapter 14 – Images and Licensing		Chapter 14 Activities:	Chapter 14 Assessments:	Ch 14 Anchors:	Ch 14 Standards:
<ul style="list-style-type: none"> Define long term image 	K	Teacher Led Instruction	Questioning	CC1.3.1112Ab	6.2.12.C
<ul style="list-style-type: none"> Describe the role of merchandising in entertainment marketing 	AP	Discussion	Observation	CC1.3.1112Ba	15.9.12.B
<ul style="list-style-type: none"> Research how the United States government controls endorsements 	M	Video	Graded Assignments	CC1.3.1112Bb	15.9.12.C
<ul style="list-style-type: none"> Describe the role of sponsorship in entertainment marketing 	AP	Case Study	Quiz/Test	CC1.3.1112Ja	15.9.12.D
<ul style="list-style-type: none"> Explain the importance of entertainment product licensing 	AP	Student Inquiry	Research Findings	CC1.4.1112Aa	15.9.12.F
<ul style="list-style-type: none"> Explain aspects of royalties 	AP	Cooperative Activities	Activity Scoresheet	CC1.4.1112Ba	15.9.12.G
		Technology Integration		CC.1.4.11-12.F	15.9.12.H
		Classwork & Homework			
		Activity – Endorsement Research			

Resources/Materials

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Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities

Catasauqua Area School District
Course Title: Sports & Entertainment Marketing
Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 15 – Entertainment Promotion</p> <ul style="list-style-type: none"> • Explain the promotional mix in entertainment marketing • Identify the role of advertising in entertainment promotion • Discuss the importance of public relations in entertainment marketing • Demonstrate personal selling and promotions in entertainment marketing • Compare/contrast media and non-media advertisements • Investigate how other promotional methods are used in entertainment marketing • Justify the importance of reaching diverse markets 	<p>K</p> <p>K</p> <p>AP</p> <p>M</p> <p>AP</p> <p>AP</p> <p>AP</p>	<p>Chapter 15 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Project – Personal Selling</p>	<p>Chapter 15 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Project Rubric</p>	<p>Ch 15 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC1.4.1112Aa</p> <p>CC1.4.1112Ba</p> <p>CC.1.4.11-12.F</p>	<p>Ch 15 Standards:</p> <p>6.2.12.C</p> <p>15.3.12.B</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.F</p> <p>15.9.12.G</p> <p>15.9.12.H</p> <p>15.9.12.I</p> <p>15.9.12.L</p>
Resources/Materials					
Textbook Slideshow iPad Canvas Videos Case Study Research Questions					
Interdisciplinary Relationships					
English/Language Arts – Reading/Writing for assignments and activities; public speaking/presentation skills					

Catasauqua Area School District
Course Title: Sports & Entertainment Marketing
Grade Level: 9, 10, 11, & 12

Objectives	Level of Ach.	Suggested Learning Activities	Forms of Assessment	PA Core	PA Stand.
<p><i>The student will be able to:</i></p> <p>Chapter 16 – Entertainment Marketing Plans and Careers</p> <ul style="list-style-type: none"> Develop an entertainment marketing plan Analyze a business plan Analyze/Develop a promotional plan Describe educational preparation for a career in marketing Identify career areas in entertainment marketing 	<p>R</p> <p>M</p> <p>R</p> <p>K</p> <p>K</p>	<p>Chapter 16 Activities:</p> <p>Teacher Led Instruction</p> <p>Discussion</p> <p>Video</p> <p>Case Study</p> <p>Student Inquiry</p> <p>Cooperative Activities</p> <p>Technology Integration</p> <p>Classwork & Homework</p> <p>Project – Sports Marketing Plan</p> <p>Activity – Sports Marketing Career Evaluation</p>	<p>Chapter 16 Assessments:</p> <p>Questioning</p> <p>Observation</p> <p>Graded Assignments</p> <p>Quiz/Test</p> <p>Research Findings</p> <p>Project Rubric</p> <p>Activity Scoresheet</p>	<p>Ch 16 Anchors:</p> <p>CC1.3.1112Ab</p> <p>CC1.3.1112Ba</p> <p>CC1.3.1112Bb</p> <p>CC1.3.1112Ja</p> <p>CC.1.4.11-12.A</p> <p>CC.1.4.11-12.B</p> <p>CC.1.4.11-12.F</p> <p>CC.1.4.11-12.H</p>	<p>Ch 16 Standards:</p> <p>13.2.11.B</p> <p>15.2.12.B</p> <p>15.3.12.B</p> <p>15.9.12.A</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.D</p> <p>15.9.12.E</p> <p>15.9.12.F</p> <p>15.9.12.G</p> <p>15.9.12.H</p> <p>15.9.12.I</p> <p>15.9.12.K</p> <p>15.9.12.L</p>

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Interdisciplinary Relationships

English/Language Arts – Reading/Writing for assignments and activities
 Career Skills – Identifying careers in a career cluster