

Sports and Entertainment Marketing

Unit:	Unit 1 & 2				
Big Ideas:	SEM Fundamentals, Customer-Centric Approach, Business Strategy, Product Promotion				
Unit Essential Questions:	<p>What are the main components of running a successful SEM-focused business, and how do they affect supply and demand economics? Why is prioritizing the customer essential in the context of SEM, and how does it impact the success of marketing strategies? What distinguishes SEM from other marketing strategies, and why is it crucial in today's digital landscape? Can you provide examples of successful SEM campaigns that have effectively reached diverse markets around the world?</p>				
Concept & Pacing	New Emphasis (Pa Core Standard)	Key Vocabulary	Mini-Lessons/Activities	Instructional Materials	Assessments
<p>Ch. 1 What is SEM?</p> <p>Ch. 2 Putting the customer first</p> <p>Ch. 3 SEM Business</p> <p>Ch. 4 Wide world of SEM</p> <p>Ch. 6 SEM Product</p> <p>Ch. 7 Channel Management</p> <p>Ch. 8 Economics of Supply & Demand</p>	<p>15.9.8.B. Describe how businesses influence purchasing decisions.</p> <p>15.9.12.B. Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to consumer, business-to-business, and consumer-to-consumer.</p> <p>15.9.8.C. Distinguish among members of a marketing channel, including company, intermediaries, retailer, and consumer.</p> <p>15.9.12.C. Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.</p> <p>15.9.5.E. Give examples of various consumer behaviors and characteristics.</p> <p>15.9.12.E. Research and analyze consumer behavior patterns and the effect of those patterns on</p>	<p>Brand Loyalty</p> <p>Relationship Marketing</p> <p>Target Audience</p> <p>Business Objectives</p> <p>Marketing Strategy</p> <p>Market Research</p> <p>Product Positioning</p> <p>Branding</p> <p>Product Lifecycle</p> <p>Market Segmentation</p> <p>Product Promotion</p> <p>Market Differentiation</p> <p>Product Strategy</p> <p>Supply and Demand</p> <p>Logistics</p>	<p>Classroom discussions/lecture</p> <p>Text assignments</p> <p>Supplementary materials</p> <p>Hands-on activities</p> <p>Internet resources</p>	<p>Text: Kaser & Oelkers, Sports and Entertainment Marketing, 4e Edition, South-Western Cengage Learning, Mason, MA 02210</p>	<p>Tests</p> <p>Quizzes</p> <p>Group/Individual Projects</p> <p>Class Participation</p> <p>Teacher Observation</p> <p>Final Exam</p>

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Unit #2: Sports and Entertainment Marketing

Unit:	Unit 3 & 4				
Big Ideas:	Promotional Strategies, Marketing Planning, Sales Techniques, Legal Compliance, Business Ownership				
Unit Essential Questions:	<p>How do businesses develop effective promotional strategies, considering the elements of advertising, sales promotion, public relations, and personal selling? What key factors should be considered in the planning and execution of a comprehensive marketing campaign, including target audience, budget allocation, and promotion channels?</p> <p>In the context of developing a marketing plan, how can businesses leverage SWOT analysis, market segmentation, and the marketing mix to achieve their goals? What strategies and skills are essential for individuals seeking to advance their careers in the marketing and SEM industry?</p>				
Concept & Pacing	New Emphasis (Pa Core Standard)	Key Vocabulary	Mini-Lessons/Activities	Instructional Materials	Assessments
Ch. 9 Promotion Ch.10 Promotional planning Ch. 11 Selling SEM Ch. 12 Marketing Plan Ch. 13 SEM Legal Issues Ch. 14 Business Ownership Ch. 15 Scoring a Career	15.9.2.A. With prompting and support, ask and answer questions about careers in marketing. 15.9.8.F. Compare and contrast processes used to obtain, develop, maintain, and improve products or services including product development, packaging, branding, product mix and product life cycle. 15.9.2.H. Ask and answer questions about costs of products and services. 15.9.12.H. Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.	Promotional Mix Advertising Sales Promotion Public Relations (PR) Personal Selling Promotional Strategies Brand Awareness Target Market Promotion Channels Campaign Sales Techniques Relationship Selling Consultative Selling Customer Needs Analysis Sales Process Sales Pitch SWOT Analysis Marketing Mix (4Ps) Trademarks Copyright Entrepreneurship Franchising	Classroom discussions/lecture Text assignments Supplementary materials Hands-on activities Internet resources	Text: Kaser & Oelkers, Sports and Entertainment Marketing, 4e Edition, South-Western Cengage Learning, Mason, MA 02210	Tests Quizzes Group/Individual Projects Class Participation Teacher Observation Final Exam

	<p>15.9.12.J. Analyze data collection methods when entering into or expanding a market.</p> <p>15.9.12.K. Create a comprehensive marketing plan.</p> <p>15.9.12.L. Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.</p> <p>15.9.12.M. Evaluate laws and regulations impacting marketing.</p>				
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