



Sports & Entertainment Marketing

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General Course Information

Course Name: Sports and Entertainment Marketing	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5300
Course Description:	
<p>Sports and Entertainment Marketing combines entertainment and traditional marketing. In the class, students can learn basic marketing principles and become immersed in the multibillion dollar sports and entertainment industry. This class allowss Students towill understand and work in the business behind every major entertainment events. Students enrolled in Sports and Entertainment Marketing are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Demand for marketing savvy students is growing in both the marketing and business community. Skills learned also allow students to become more informed consumers.</p>	
Course Objectives:	
<p>The student will discuss and analyze the effects of current trends and economics on the 4 p's (product, place, price and promotion) of marketing as they apply in the sports and entertainment industry. (A+ Speaking and Listening)</p> <p>The student will research, and compare and contrast marketing information processes. (A+ Research)</p> <p>The student will read about and identify the components of product mix, life cycle, branding and licensing and apply the concepts of merchandising as related to the sports and entertainment industry (A+ Reading)</p> <p>The student will demonstrate the tools, strategies and systems used to maintain, monitor and control risk management, safety and security.</p> <p>The student will develop customer service skills and demonstrate and apply the</p>	

steps of the selling process.

The student will recognize the need to communicate information about products to achieve a desired outcome through the completion of a promotional plan. (A+ Writing)

Standards Alignment:
List standard set(s) to which course has been aligned

Power Standards

List Standards -

Unit I: Marketing Foundations and Economics	Duration: 5 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience</p> <p>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p> <p>Understands the economic principles and concepts fundamental to business operations</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain marketing and its importance in a global economy • Describe marketing functions and measure the economic impact of sport/event to sports events • Explain the concept of marketing strategies • Explain the concept of market and market identification • Define the four types of economic utilities and explain how these are used to increase value • Explain the principles of supply and demand • Determine factors affecting profit and risk
Essential Questions	Enduring Understandings
<p>Students will consider:</p> <p>How does the economy impact marketing and marketing impact the economy?</p> <p>How does marketing impact people?</p>	<p>Students will understand that:</p> <p>The economy impacts both the business and consumer world.</p> <p>Marketers use marketing strategies to make decisions in the business world that impact consumers' lives</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary:: marketing, marketing concept, channel management,	

marketing-information management, pricing, product/service management, promotion, and selling, marketing mix, product, place, promotion, price, goals, strategies, and tactics market, target market, mass marketing, marketing segments, market segmentation, demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods, Economic Utility, want, economic want, noneconomic wants, goods, services, consumer goods, and industrial goods

Additional Information:

Unit II: Marketing Research	Duration: 2 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions</p> <p>ISTE Standard: 2. Digital Citizen- Students recognize the rights, responsibilities and opportunities of living, learning and working in an interconnected digital world, and they act in ways that are sage, legal and ethical.</p> <p>D. Manage their personal data to maintain digital privacy and security and are aware of data-collection technology used to track their navigation online.</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Describe the need for marketing data • Identify data monitored for marketing decision making • Explain the nature and scope of the marketing-information management function • Explain the role of ethics in marketing-information management • Describe the use of technology in the marketing-information management function • Explain the nature of marketing research and problems/issues • Describe data-collection methods
Essential Questions	Enduring Understandings
How important are consumer's opinions to businesses?	Marketing information is critical in determining marketing strategies.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: marketing information, marketing-information management system, and marketing research marketing research, secondary research, primary research, decision problem, variables, unit of analysis, research objectives, quantitative(surveys, tracking, experiments) and qualitative data(personal interviews, focus groups,	

Additional Information:

Unit III: Product/Service Management	Duration: 3 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain the nature and scope of the product/service management function • Identify the impact of product life cycles on marketing decisions • Describe the use of technology in the product/service management • Explain business ethics in product/service management • Identify methods/techniques to generate a product idea
Essential Questions	Enduring Understandings
Why are new products developed?	Products must be developed and maintained to continue to satisfy customers needs and remain competitive in the marketplace.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary:	
Additional Information:	

Unit IV: Risk Management and Pricing	Duration: 3 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value</p> <p>Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain factors affecting pricing decisions • Calculate prices based on marketing strategies • Conduct a risk assessment of an event • Explain the need for sport/event insurance
Essential Questions	Enduring Understandings
How do I protect my business investment?	Many factors play a role in protecting business investments and there are tools to help prevent loss.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: Risk Assessment, sports event insurance	
Additional Information:	

Unit V: Promotional Plan	Duration: 5 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome	I can . . . <ul style="list-style-type: none"> • Explain the role of promotion as a marketing function • Identify the elements of the promotional mix • Describe the use of business ethics in promotion • Describe the use of technology in the promotion function • Explain types of advertising media • Coordinate activities in the promotional mix • Develop promotional calendar • Prepare promotional budget • Write/Prepare sponsorship proposal
Essential Questions	Enduring Understandings
How do consumers learn about products?	Businesses must create a variety of communication channels to persuade consumers to purchase.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: product promotion, primary product promotion, secondary product promotion, institutional promotion, public service, public relations, and patronage, promotional mix, advertising, personal selling, publicity and sales promotion, advertising media, sport/event trends	
Additional Information:	

