



ESL
SCIENCE
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HEALTH & PHYSICAL EDUCATION

RAHWAY PUBLIC SCHOOLS

CURRICULUM & INSTRUCTION

Content Area: Business

**Course: Sports & Entertainment
Marketing**

Grade Level: 9-12

This curriculum is part of the Educational Program of Studies of the Rahway Public Schools.

ACKNOWLEDGMENTS

Jeffery Kurczeski,

Program Supervisor of 7-12 Math & Science and 9-12 Business & Technology Education

The Board acknowledges the following who contributed to the preparation of this curriculum.

Erik Podell, Business Teacher

Dr. Tiffany A. Beer, Director of Curriculum and Instruction

Subject/Course Title:
Sports & Entertainment Marketing
Grades 9-12

Date of Board Adoption:
August 26, 2025

RAHWAY PUBLIC SCHOOLS CURRICULUM

Sports & Entertainment Marketing: Grades 9-12

PACING GUIDE

Unit	Title	Pacing
1	Marketing and Sports & Entertainment	6 weeks
2	Sports Marketing Mix & Careers	7 weeks
3	Entertainment Marketing Mix & Careers	7 weeks

ACCOMMODATIONS

<p>504 Accommodations:</p> <ul style="list-style-type: none"> ● Provide scaffolded vocabulary and vocabulary lists. ● Provide extra visual and verbal cues and prompts. ● Provide adapted/alternate/excerpted versions of the text and/or modified supplementary materials. ● Provide links to audio files and utilize video clips. ● Provide graphic organizers and/or checklists. ● Provide modified rubrics. ● Provide a copy of teaching notes, especially any key terms, in advance. ● Allow additional time to complete assignments and/or assessments. ● Provide shorter writing assignments. ● Provide sentence starters. ● Utilize small group instruction. ● Utilize Think-Pair-Share structure. ● Check for understanding frequently. ● Have student restate information. ● Support auditory presentations with visuals. ● Weekly home-school communication tools (notebook, daily log, phone calls or email messages). ● Provide study sheets and teacher outlines prior to assessments. ● Quiet corner or room to calm down and relax when anxious. ● Reduction of distractions. ● Permit answers to be dictated. ● Hands-on activities. ● Use of manipulatives. ● Assign preferential seating. ● No penalty for spelling errors or sloppy handwriting. ● Follow a routine/schedule. ● Provide student with rest breaks. ● Use verbal and visual cues regarding directions and staying on task. ● Assist in maintaining agenda book. 	<p>IEP Accommodations:</p> <ul style="list-style-type: none"> ● Provide scaffolded vocabulary and vocabulary lists. ● Differentiate reading levels of texts (e.g., Newsela). ● Provide adapted/alternate/excerpted versions of the text and/or modified supplementary materials. ● Provide extra visual and verbal cues and prompts. ● Provide links to audio files and utilize video clips. ● Provide graphic organizers and/or checklists. ● Provide modified rubrics. ● Provide a copy of teaching notes, especially any key terms, in advance. ● Provide students with additional information to supplement notes. ● Modify questioning techniques and provide a reduced number of questions or items on tests. ● Allow additional time to complete assignments and/or assessments. ● Provide shorter writing assignments. ● Provide sentence starters. ● Utilize small group instruction. ● Utilize Think-Pair-Share structure. ● Check for understanding frequently. ● Have student restate information. ● Support auditory presentations with visuals. ● Provide study sheets and teacher outlines prior to assessments. ● Use of manipulatives. ● Have students work with partners or in groups for reading, presentations, assignments, and analyses. ● Assign appropriate roles in collaborative work. ● Assign preferential seating. ● Follow a routine/schedule.
<p>Gifted and Talented Accommodations:</p> <ul style="list-style-type: none"> ● Differentiate reading levels of texts (e.g., Newsela). ● Offer students additional texts with higher lexile levels. ● Provide more challenging and/or more supplemental readings and/or activities to deepen understanding. ● Allow for independent reading, research, and projects. ● Accelerate or compact the curriculum. ● Offer higher-level thinking questions for deeper analysis. ● Offer more rigorous materials/tasks/prompts. ● Increase number and complexity of sources. ● Assign group research and presentations to teach the class. ● Assign/allow for leadership roles during collaborative work and in other learning activities. 	<p>ELL Accommodations:</p> <ul style="list-style-type: none"> ● Provide extended time. ● Assign preferential seating. ● Assign peer buddy who the student can work with. ● Check for understanding frequently. ● Provide language feedback often (such as grammar errors, tenses, subject-verb agreements, etc. . .). ● Have student repeat directions. ● Make vocabulary words available during classwork and exams. ● Use study guides/checklists to organize information. ● Repeat directions. ● Increase one-on-one conferencing. ● Allow student to listen to an audio version of the text. ● Give directions in small, distinct steps. ● Allow copying from paper/book.

- Give student a copy of the class notes.
- Provide written and oral instructions.
- Differentiate reading levels of texts (e.g., Newsela).
- Shorten assignments.
- Read directions aloud to student.
- Give oral clues or prompts.
- Record or type assignments.
- Adapt worksheets/packets.
- Create alternate assignments.
- Have student enter written assignments in criterion, where they can use the planning maps to help get them started and receive feedback after it is submitted.
- Allow student to resubmit assignments.
- Use small group instruction.
- Simplify language.
- Provide scaffolded vocabulary and vocabulary lists.
- Demonstrate concepts possibly through the use of visuals.
- Use manipulatives.
- Emphasize critical information by highlighting it for the student.
- Use graphic organizers.
- Pre-teach or pre-view vocabulary.
- Provide student with a list of prompts or sentence starters that they can use when completing a written assignment.
- Provide audio versions of the textbooks.
- Highlight textbooks/study guides.
- Use supplementary materials.
- Give assistance in note taking
- Use adapted/modified textbooks.
- Allow use of computer/word processor.
- Allow student to answer orally, give extended time (time-and-a-half).
- Allow tests to be given in a separate location (with the ESL teacher).
- Allow additional time to complete assignments and/or assessments.
- Read question to student to clarify.
- Provide a definition or synonym for words on a test that do not impact the validity of the exam.
- Modify the format of assessments.
- Shorten test length or require only selected test items.
- Create alternative assessments.
- On an exam other than a spelling test, don't take points off for spelling errors.

UNIT 1 OVERVIEW

Content Area: Business

Unit Title: Marketing and Sports & Entertainment

Target Course/Grade Level: Sports & Entertainment Marketing/Grades 9-12

Unit Summary: This unit examines and reviews the basic principles of marketing and economics with a special emphasis on sports and entertainment marketing. The unit also examines the history and background of sports and entertainment marketing, and the legal issues and business risks.

Approximate Length of Unit: 6 weeks

LEARNING TARGETS

NJ Student Learning Standards:

- 9.1.12.EG.4** Explain the relationship between your personal financial situation and the broader economic and governmental policies.
- 9.1.12.EG.5** Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and achieving societal responsibilities.
- 9.1.12.EG.6** Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
- 9.3.MK.1** Describe the impact of economics, economics systems and entrepreneurship on marketing.
- 9.3.MK.2** Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- 9.3.MK.3** Plan, monitor, manage and maintain the use of financial resources for marketing activities.
- 9.3.MK.4** Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
- 9.3.MK.5** Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- 9.3.MK.6** Select, monitor and manage sales and distribution channels.
- 9.3.MK.7** Determine and adjust prices to maximize return while maintaining customer perception of value.
- 9.3.MK.8** Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK.9** Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10** Use marketing strategies and processes to determine and meet client needs and wants

Career Readiness, Life Literacies, and Key Skills:

- 9.2.12.CAP.5** Assess and modify a personal plan to support current interests and postsecondary plans.
- 9.2.12.CAP.6** Identify transferable skills in career choices and design alternative career plans based on those skills.
- 9.2.12.CAP.7** Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.2.12.CAP.14** Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income.
- 9.4.12.CI.1** Demonstrate the ability to reflect, analyze, and use creative skills and ideas.

- 9.4.12.CI.2** Identify career pathways that highlight personal talents, skills, and abilities.
- 9.4.12.CI.3** Investigate new challenges and opportunities for personal growth, advancement, and transition.
- 9.4.12.CT.1** Identify problem-solving strategies used in the development of an innovative product or practice.
- 9.4.12.CT.2** Explain the potential benefits of collaborating to enhance critical thinking and problem solving.
- 9.4.12.CT.4** Participate in online strategy and planning sessions for course-based, school-based, or other projects and determine the strategies that contribute to effective outcomes.
- 9.4.12.DC.1** Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
- 9.4.12.DC.2** Compare and contrast international differences in copyright laws and ethics.
- 9.4.12.DC.7** Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society.
- 9.4.12.IML.3** Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions.
- 9.4.12.IML.4** Assess and critique the appropriateness and impact of existing data visualizations for an intended audience.
- 9.4.12.IML.8** Evaluate media sources for point of view, bias, and motivations.
- 9.4.12.IML.9** Analyze the decisions creators make to reveal explicit and implicit messages within information and media.
- 9.4.12.TL.4** Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.

Interdisciplinary Connections and Standards:

Computer Science and Design Thinking

- 8.2.12.ITH.3** Analyze the impact that globalization, social media, and access to open source technologies have had on innovation and on a society's economy, politics, and culture.

ELA

- RI.IT.9–10.3** Analyze how an author unfolds ideas throughout the text, including the order in which the points are made, how they are introduced and developed, and the connections that are drawn between them.
- W.IW.9–10.2** Write informative/explanatory texts (including the narration of historical events, scientific procedures/ experiments, or technical processes) to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
- W.WP.9–10.4** Develop and strengthen writing as needed by planning, revising, editing, rewriting, trying a new approach; sustaining effort to complete complex writing tasks; seeking out feedback and reflecting on personal writing progress; consulting a style manual (such as MLA or APA Style), focusing on addressing what is most significant for a specific purpose and audience.
- W.SE.9–10.6** Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation (MLA or APA Style Manuals).

Unit Understandings:

Students will understand that...

- The customers of sports and entertainment products are diverse, characterized by a range of demographics, psychographics, and behavioral patterns that influence their consumption choices and engagement with these industries.

- Sports and entertainment businesses employ unique and specialized marketing strategies to connect with their target audiences, build strong brands, and drive consumption across various platforms.
- Sports and entertainment marketing have a significant and multifaceted impact on the economy, driving consumer spending, creating jobs, stimulating related industries, and contributing to regional and national economic growth.
- Sports and entertainment have undergone a profound evolution as businesses throughout the 20th and into the 21st Century, transforming from local pastimes to global industries shaped by technological advancements, increasing commercialization, and shifting consumer behaviors.

Unit Essential Questions:

- How would you describe the customers of sports and entertainment products?
- What kind of marketing strategies do sports and entertainment businesses use?
- How does sports and entertainment marketing affect the economy?
- How have sports and entertainment evolved as a business throughout the 20th Century?

Knowledge and Skills:

Students will know...

- The fundamental principles of marketing: creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- The four Ps of marketing (Marketing Mix): Product, Price, Place (Distribution), and Promotion, and how they are integrated to create a marketing strategy.
- The concept of market segmentation and the various bases for segmentation, including demographics, psychographics, geographics, and behavioral characteristics.
- How demographics (age, gender, income, education, etc.) are used to identify target markets for sports and entertainment products.
- The definition of a target market and its importance in marketing strategy.
- The economic impact of the sports and entertainment industries on local, national, and global economies (e.g., job creation, tourism, infrastructure development).
- The historical evolution of sports and entertainment marketing, including key milestones, trends, and technological advancements (e.g., rise of mass media, digital age).
- The unique characteristics that differentiate sports products (e.g., inconsistent performance, strong emotional attachment, limited supply of events) from traditional products.
- The unique characteristics that differentiate entertainment products (e.g., subjective experience, high perishability, intellectual property) from traditional products.
- Various promotional tools used in sports and entertainment marketing: advertising, public relations, sales promotions, personal selling, and sponsorship.
- The concept of branding and its importance in sports and entertainment (e.g., team logos, celebrity endorsements, event trademarks).
- Intellectual property laws relevant to sports and entertainment, including copyright, trademark, and publicity rights, and their beneficial/harmful effects.
- Common legal issues and business risks in the sports and entertainment industries (e.g., contract disputes, intellectual property infringement, liability, athlete/performer conduct, media rights).
- The role of consumer protection laws in safeguarding buyers in the sports and entertainment marketplace.
- Career pathways are available within sports and entertainment marketing.
- How economic principles like supply and demand, scarcity, and competition apply specifically to the sports and entertainment sectors.

Students will be able to...

- Analyze how the four Ps of marketing are applied in specific sports and entertainment contexts.
- Identify and describe the target customers for various sports teams, entertainment events, or media products using demographic, psychographic, and behavioral data.
- Conduct basic marketing research to gather information about consumer preferences and market trends in sports and entertainment.
- Evaluate the effectiveness of celebrity endorsements or influencer marketing campaigns in selling sports and entertainment products.
- Develop a persuasive argument for how a specific sports or entertainment product addresses consumer wants and needs.
- Illustrate the economic impact of a major sports event or entertainment production on a community or region.
- Trace key historical developments in sports and entertainment marketing and explain their significance.
- Compare and contrast marketing strategies used for different types of sports (e.g., professional league vs. amateur sports) or entertainment (e.g., live concert vs. streaming movie).
- Design an original advertisement or promotional campaign for a sports team, entertainment event, or performer, targeting a specific demographic.
- Explain the purpose and limitations of intellectual property laws (copyright, trademark) in protecting creative works in sports and entertainment.
- Analyze a case study involving legal issues or business risks in the sports or entertainment industry and propose potential solutions or preventative measures.
- Research and present on a specific career opportunity within the sports and entertainment marketing field, outlining required skills and pathways.
- Collaborate in a team to analyze a marketing challenge in sports or entertainment and propose creative solutions.
- Assess media sources for point of view, bias, and motivations when evaluating sports and entertainment news and marketing.
- Utilize data visualization tools to present marketing research findings or economic impact data related to sports and entertainment.

EVIDENCE OF LEARNING

Assessment:

What evidence will be collected and deemed acceptable to show that students truly “understand”?

- End of Unit Common Assessment - See folder for assessment links.
 - Students will complete a comprehensive end-of-chapter assessment.
 - Case Study project
- Students also participate in group discussions on current topics as they relate to each lesson.
- Students will participate in critical thinking activities.
- Students are also given mini-projects/assignments to test their practical knowledge of the topic.
- Do now questions, exit tickets, and independent classwork/homework.

Learning Activities:

What differentiated learning experiences and instruction will enable all students to achieve the desired results?

- Students participate in “Case Study” activities provided in each chapter, which require students to work together as a team to generate examples, solutions, and creative ideas as they relate to the lesson.
- Students participate in mini-projects, such as Brand Management activities, where students will develop a model for a particular brand.
- Students participate in seminars with guest speakers from various industries and colleges.
- Franchise Launch Project
- Ethical Dilemmas in Sports & Entertainment Case Studies
- Media Rights & Revenue Exploration

RESOURCES

Teacher Resources:

- [Sports Career Consulting LLC - Online Component](#)
- [Knowledge Matters Virtual Business - Sports & Entertainment](#)
- [DECA Inc. Advisor Resources](#)
- [eDynamic Learning - Sports and Entertainment Marketing](#)

Equipment Needed:

- Newline Board and laptop for daily lessons and projects

UNIT 2 OVERVIEW

Content Area: Business

Unit Title: Sports Marketing Mix & Careers

Target Course/Grade Level: Sports & Entertainment Marketing/Grades 9-12

Unit Summary: This unit examines the constantly changing landscape of professional sports, from its most popular events to new sports trying to find their niche. We explore the sports consumer and their changing needs as businesses compete to satisfy them in the 21st century. Students will investigate sports products, with a relationship to promotion, selling, and their economic impact. The unit also looks at pricing considerations and how it's applied to sports products. We discuss types of branding, licensing, and promotional methods, as well as media markets and how they vary. The students also learn about careers in Sports Marketing.

Approximate Length of Unit: 7 weeks

LEARNING TARGETS

NJ Student Learning Standards:

- 9.1.12.EG.4** Explain the relationship between your personal financial situation and the broader economic and governmental policies.
- 9.1.12.EG.5** Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and achieving societal responsibilities.
- 9.1.12.EG.6** Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
- 9.3.MK.1** Describe the impact of economics, economics systems and entrepreneurship on marketing.
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- 9.3.MK.9** Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10** Use marketing strategies and processes to determine and meet client needs and wants

Career Readiness, Life Literacies, and Key Skills:

- 9.2.12.CAP.5** Assess and modify a personal plan to support current interests and postsecondary plans.
- 9.2.12.CAP.6** Identify transferable skills in career choices and design alternative career plans based on those skills.

- 9.2.12.CAP.7** Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
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- 9.4.12.CI.3** Investigate new challenges and opportunities for personal growth, advancement, and transition.
- 9.4.12.CT.1** Identify problem-solving strategies used in the development of an innovative product or practice.
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- 9.4.12.IML.9** Analyze the decisions creators make to reveal explicit and implicit messages within information and media.
- 9.4.12.TL.4** Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.

Interdisciplinary Connections and Standards:

ELA

- RI.IT.9–10.3** Analyze how an author unfolds ideas throughout the text, including the order in which the points are made, how they are introduced and developed, and the connections that are drawn between them.
- W.IW.9–10.2** Write informative/explanatory texts (including the narration of historical events, scientific procedures/ experiments, or technical processes) to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
- W.WP.9–10.4** Develop and strengthen writing as needed by planning, revising, editing, rewriting, trying a new approach; sustaining effort to complete complex writing tasks; seeking out feedback and reflecting on personal writing progress; consulting a style manual (such as MLA or APA Style), focusing on addressing what is most significant for a specific purpose and audience.
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Computer Science and Design Thinking

- 8.2.12.ITH.3** Analyze the impact that globalization, social media, and access to open source technologies have had on innovation and on a society's economy, politics, and culture.

Unit Understandings:

Students will understand that...

- Sports marketing significantly shapes public perception of sports, influencing fan engagement, brand loyalty, and the overall image and appeal of teams, leagues, and individual athletes.
- A major financial difference between men's and women's sports often lies in disparities in media rights, sponsorship revenue, and fan attendance, though this gap is actively changing and being addressed.
- Market segmentation provides the benefit of allowing sports businesses to effectively identify and target specific consumer groups with tailored marketing messages, leading to more efficient resource allocation and increased engagement.
- Sports products and services have profoundly evolved due to constant technological advancements, enhancing fan experience, facilitating new consumption methods (e.g., streaming, virtual reality), and creating novel revenue streams.
- Sports marketing has a substantial and measurable impact on both local and national economies, driving consumer spending, job creation, tourism, and infrastructure development.
- The major benefit of properly conducting marketing research in sports is gaining actionable insights into consumer behavior, market trends, and competitive landscapes, which informs effective decision-making for product development, pricing, promotion, and distribution.
- Companies hiring athletes for endorsements bear an ethical responsibility to ensure alignment between the athlete's image/values and the brand's identity, and to consider the potential societal impact and integrity risks associated with such partnerships.

Unit Essential Questions:

- How does sports marketing impact the way sports are perceived?
- What is the major financial difference between men's and women's sports?
- What is the benefit of using market segmentation?
- How have sports products and services evolved with the constant changes in technology?
- How does sports marketing impact local and national economies?
- What is the major benefit of properly conducting marketing research?
- What is the ethical responsibility of a company when hiring an athlete to endorse their product?

Knowledge and Skills:

Students will know...

- The constantly evolving landscape of professional sports, including established leagues, emerging sports (e.g., esports, pickleball, extreme sports), and the reasons for their growth or decline.
- The characteristics of the sports consumer in the 21st century include their changing needs, preferences for content consumption (digital vs. traditional), multi-screen habits, and desire for interactive engagement.
- The differences between amateur and professional sports in terms of marketing strategies, revenue generation, and fan engagement.
- The significance and growing economic impact of women's sports, including viewership trends, sponsorship opportunities, and challenges faced.
- The concept and importance of market segmentation in sports marketing (geographic, demographic, psychographic, behavioral) and how it informs targeted campaigns.
- The distinction between sports goods (tangible products like equipment, apparel) and sports services (intangible experiences like games, training, event hospitality).

- The differences between a product line (a group of closely related products within a company, e.g., Nike running shoes) and a product mix (all products offered by a company, e.g., Nike's shoes, apparel, equipment).
- The various pricing strategies used in sports marketing:
 - Season ticket pricing, single-game tickets, and dynamic pricing.
 - Premium seating and luxury suite pricing.
 - Merchandise pricing and licensing agreements.
 - Event-based pricing (e.g., pay-per-view, tournament packages).
- The role of marketing research in identifying consumer trends, evaluating campaign effectiveness, and informing product development in sports.
- The types and importance of sports sponsorships (e.g., naming rights, official partners, jersey sponsors) and endorsements (athlete endorsements).
- The criteria companies use to choose sports endorsers (e.g., athletic performance, public image, target audience fit, social media presence).
- The ethical considerations and potential risks associated with athlete endorsements (e.g., morality clauses, misleading advertising, alignment with personal values).
- The concept of brand equity in sports and how it's built and maintained through branding, licensing, and promotional efforts.
- Different types of branding strategies in sports (e.g., corporate branding, team branding, athlete branding, event branding).
- The process and benefits of sports licensing (granting permission to use team logos, player names on merchandise).
- Various promotional methods used in sports marketing: advertising (traditional & digital), public relations, sales promotions, social media marketing, experiential marketing, and content marketing.
- The concept of media markets and how geographic location influences media value, fan base, and marketing strategies for sports organizations.
- Diverse career opportunities within the sports marketing industry (e.g., marketing manager, social media specialist, event coordinator, ticket sales, sponsorship manager, public relations, brand manager).
- The transferable skills necessary for success in sports marketing roles (e.g., communication, analytical thinking, creativity, teamwork, digital literacy).

Students will be able to...

- Analyze the changing needs and behaviors of sports consumers and propose strategies for businesses to effectively engage them in the 21st century.
- Differentiate between amateur and professional sports marketing strategies, providing examples.
- Explain the growing financial and cultural significance of women's sports and identify strategies to further its growth.
- Apply market segmentation principles to define a target audience for a specific sports product, team, or event.
- Categorize various sports products as goods or services and explain their unique marketing challenges and opportunities.
- Propose appropriate pricing strategies for different sports products or events, justifying their choices based on market conditions and value perception.
- Design a market research plan to gather consumer insights for a new sports product or a struggling sports franchise.

- Evaluate the effectiveness and ethical implications of specific sports sponsorships and endorsement deals, citing current examples.
- Develop a comprehensive promotional plan for a sports team, event, or athlete, integrating various marketing communication channels.
- Create a mock licensing agreement for a sports brand or athlete, outlining key terms and benefits.
- Analyze the characteristics of different media markets and explain how they influence sports broadcasting and marketing reach.
- Identify and research specific career pathways in sports marketing that align with their personal interests and skills.
- Develop a personal career plan for entering a chosen field in sports marketing, including educational and experiential steps.
- Utilize data to make informed marketing decisions related to consumer behavior, pricing, and promotional effectiveness.
- Communicate complex marketing concepts related to the sports industry clearly and persuasively through presentations, written reports, and digital media.
- Demonstrate problem-solving skills by developing innovative marketing solutions for real-world sports industry challenges.

EVIDENCE OF LEARNING

Assessment:

What evidence will be collected and deemed acceptable to show that students truly “understand”?

- End of Unit Common Assessment - See folder for assessment links.
 - Students will complete a comprehensive end-of-chapter assessment.
 - Case Study project
- Students also participate in group discussions on current topics as they relate to each lesson.
- Students will participate in critical thinking activities.
- Students are also given mini-projects/assignments to test their practical knowledge of the topic.
- Do now questions, exit tickets, and independent classwork/homework.

Learning Activities:

What differentiated learning experiences and instruction will enable all students to achieve the desired results?

- Students participate in “Case Study” activities provided in each chapter, which require students to work together as a team to generate examples, solutions, and creative ideas as they relate to the lesson.
- Students participate in mini-projects, such as Brand Management activities, where students will develop a model for a particular brand.
- Students participate in seminars with guest speakers from various industries and colleges.
- Sports Franchise Rebrand/Expansion Project
- Athlete Endorsement Ethics Debate
- Sports Media Market Analysis
- Sports Marketing Career Interview Project

RESOURCES

Teacher Resources:

- [Sports Career Consulting LLC - Online Component](#)
- [Knowledge Matters Virtual Business - Sports & Entertainment](#)
- [DECA Inc. Advisor Resources](#)
- [eDynamic Learning - Sports and Entertainment Marketing](#)
- [Sports Business Journal](#)

Equipment Needed:

- Newline Board and laptop for daily lessons and projects

UNIT 3 OVERVIEW

Content Area: Business

Unit Title: Entertainment Marketing Mix & Careers

Target Course/Grade Level: Sports & Entertainment Marketing/Grades 9-12

Unit Summary: This final unit delves into the dynamic world of entertainment marketing, applying the core principles of the marketing mix (Product, Price, Place, Promotion) to various entertainment sectors such as music, film, television, gaming, and live events. Students will explore the unique characteristics of entertainment products and consumers, examining how artists, studios, and venues build brands, engage audiences, and generate revenue in a rapidly evolving digital landscape. The unit also covers the specific legal issues, business risks, and diverse career opportunities within the entertainment marketing industry, culminating in a project where students apply their comprehensive understanding to a real-world entertainment marketing challenge.

Approximate Length of Unit: 7 weeks

LEARNING TARGETS

NJ Student Learning Standards:

- 9.1.12.EG.4** Explain the relationship between your personal financial situation and the broader economic and governmental policies.
- 9.1.12.EG.5** Relate a country's economic system of production and consumption to building personal wealth, the mindset of social comparison, and achieving societal responsibilities.
- 9.1.12.EG.6** Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
- 9.3.MK.1** Describe the impact of economics, economics systems and entrepreneurship on marketing.
- 9.3.MK.2** Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
- 9.3.MK.3** Plan, monitor, manage and maintain the use of financial resources for marketing activities.
- 9.3.MK.4** Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
- 9.3.MK.5** Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
- 9.3.MK.6** Select, monitor and manage sales and distribution channels.
- 9.3.MK.7** Determine and adjust prices to maximize return while maintaining customer perception of value.
- 9.3.MK.8** Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK.9** Communicate information about products, services, images and/or ideas to achieve a desired outcome.
- 9.3.MK.10** Use marketing strategies and processes to determine and meet client needs and wants

Career Readiness, Life Literacies, and Key Skills:

- 9.2.12.CAP.5** Assess and modify a personal plan to support current interests and postsecondary plans.
- 9.2.12.CAP.6** Identify transferable skills in career choices and design alternative career plans based on those skills.

- 9.2.12.CAP.7** Use online resources to examine licensing, certification, and credentialing requirements at the local, state, and national levels to maintain compliance with industry requirements in areas of career interest.
- 9.2.12.CAP.14** Analyze and critique various sources of income and available resources (e.g., financial assets, property, and transfer payments) and how they may substitute for earned income.
- 9.4.12.CI.1** Demonstrate the ability to reflect, analyze, and use creative skills and ideas.
- 9.4.12.CI.2** Identify career pathways that highlight personal talents, skills, and abilities.
- 9.4.12.CI.3** Investigate new challenges and opportunities for personal growth, advancement, and transition.
- 9.4.12.CT.1** Identify problem-solving strategies used in the development of an innovative product or practice.
- 9.4.12.CT.2** Explain the potential benefits of collaborating to enhance critical thinking and problem solving.
- 9.4.12.CT.4** Participate in online strategy and planning sessions for course-based, school-based, or other projects and determine the strategies that contribute to effective outcomes.
- 9.4.12.DC.1** Explain the beneficial and harmful effects that intellectual property laws can have on the creation and sharing of content.
- 9.4.12.DC.2** Compare and contrast international differences in copyright laws and ethics.
- 9.4.12.DC.7** Evaluate the influence of digital communities on the nature, content and responsibilities of careers, and other aspects of society.
- 9.4.12.IML.3** Analyze data using tools and models to make valid and reliable claims, or to determine optimal design solutions.
- 9.4.12.IML.4** Assess and critique the appropriateness and impact of existing data visualizations for an intended audience.
- 9.4.12.IML.8** Evaluate media sources for point of view, bias, and motivations.
- 9.4.12.IML.9** Analyze the decisions creators make to reveal explicit and implicit messages within information and media.
- 9.4.12.TL.4** Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem.

Interdisciplinary Connections and Standards:

ELA

- RI.IT.9–10.3** Analyze how an author unfolds ideas throughout the text, including the order in which the points are made, how they are introduced and developed, and the connections that are drawn between them.
- W.IW.9–10.2** Write informative/explanatory texts (including the narration of historical events, scientific procedures/ experiments, or technical processes) to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.
- W.WP.9–10.4** Develop and strengthen writing as needed by planning, revising, editing, rewriting, trying a new approach; sustaining effort to complete complex writing tasks; seeking out feedback and reflecting on personal writing progress; consulting a style manual (such as MLA or APA Style), focusing on addressing what is most significant for a specific purpose and audience.
- W.SE.9–10.6** Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation (MLA or APA Style Manuals).

Computer Science and Design Thinking

- 8.2.12.ITH.3** Analyze the impact that globalization, social media, and access to open source technologies have had on innovation and on a society's economy, politics, and culture.

Unit Understandings:

Students will understand that...

- The global entertainment industry is a significant economic force, contributing substantially to GDP, job creation, and cultural exchange worldwide.
- Entertainment media outlets exert considerable influence on economies by driving advertising revenue, shaping consumer trends, stimulating related industries (e.g., tourism, technology), and creating platforms for content distribution and consumption.
- Deceased celebrities can continue to generate substantial income through various posthumous strategies, including intellectual property rights (music royalties, film residuals), licensing of their name, image, and likeness for merchandise, endorsements, and digital recreations, as well as the release of unreleased works.
- Certain celebrities have a profound impact on the financial success of movies by drawing large audiences, enhancing film recognition, influencing marketing campaigns, and even shaping long-term franchise viability through their star power and perceived appeal.
- Merchandising plays a crucial role in the financial success of a movie, extending its brand beyond the screen, creating additional revenue streams, fostering fan loyalty, and enhancing overall brand recognition for a film or franchise.
- A diverse set of skills and traits is essential for pursuing a successful career in the entertainment industry, including creativity, communication, resilience, networking ability, adaptability, business acumen, and a deep understanding of industry trends and consumer behavior.

Unit Essential Questions:

- What is the global impact of the entertainment industry?
- What influence do entertainment media outlets have on the economy?
- How can celebrities still generate substantial cash flow years after their own death?
- How do certain celebrities impact the success of a movie?
- How does merchandising affect the financial success of a movie?
- What are the skills and traits needed to pursue a career in the entertainment industry?

Knowledge and Skills:

Students will know...

- The unique characteristics of entertainment products (e.g., subjective value, experiential nature, high perishability, reliance on intellectual property, intangible services) are compared to tangible goods.
- Consumer behavior in the entertainment industry is driven by emotional connections, cultural trends, digital accessibility, and the desire for unique experiences.
- The major revenue streams within different entertainment sectors (e.g., box office, streaming subscriptions, music sales/streams, concert tickets, game sales, in-app purchases, advertising, merchandise, licensing).
- The global economic impact of the entertainment industry includes its contribution to GDP, job creation, and fostering international cultural exchange.
- The influence of various entertainment media outlets (e.g., traditional broadcast, cable, streaming platforms, social media, podcasts) on consumer consumption patterns and economic activity.
- Strategies employed by deceased celebrities to generate posthumous income include the management of intellectual property (IP) rights, licensing of their name/likeness, and the release of archival content.
- The power of celebrity influence on the success of entertainment products, particularly in film, music, and brand endorsements, draws audiences and shapes perception.

- The importance of merchandising and licensing as extensions of entertainment brands, creating additional revenue streams and strengthening fan loyalty.
- Key pricing strategies in entertainment such as dynamic pricing for live events, subscription models for streaming, and tiered pricing for digital content.
- The role of branding for entertainment entities (e.g., film franchises, music artists, game developers, production studios) and how it cultivates audience recognition and loyalty.
- Various promotional methods and channels specific to entertainment marketing include trailer campaigns, social media virality, experiential marketing, influencer collaborations, and public relations.
- Legal issues and business risks prevalent in the entertainment industry such as copyright infringement, talent contracts, privacy concerns, censorship, and managing public image crises.
- The diverse range of career opportunities available within entertainment marketing includes roles in film studio marketing, music label promotion, game publishing, live event management, digital content strategy, and public relations.
- The transferable skills and personal traits highly valued in the entertainment industry such as creativity, adaptability, networking, digital literacy, analytical thinking, and strong communication.
- The impact of technological advancements (e.g., AI, virtual reality, augmented reality, blockchain) on the creation,

Students will be able to...

- Analyze the consumer behavior of specific entertainment audiences and segment markets based on their preferences and consumption habits.
- Evaluate the economic contributions of various entertainment sectors on a local, national, or global scale, citing relevant data and examples.
- Identify and analyze posthumous monetization strategies for deceased celebrities, discussing their ethical and legal implications.
- Assess the impact of celebrity casting and endorsements on the financial success and public perception of entertainment projects.
- Develop merchandising and licensing strategies for a given entertainment property (e.g., a film franchise, a musical artist), identifying potential products and target markets.
- Propose appropriate pricing models for different entertainment offerings (e.g., concert tickets, streaming subscriptions, digital game downloads).
- Conduct market research relevant to an entertainment product or service to identify audience needs, preferences, and the competitive landscape.
- Create a mock marketing campaign for an entertainment product or event, incorporating a variety of digital and traditional promotional tools.
- Research and present on current legal issues or business risks facing the entertainment industry, proposing solutions or preventative measures.
- Explore specific career pathways in entertainment marketing, outlining required skills, educational backgrounds, and potential advancement opportunities.
- Demonstrate understanding of intellectual property rights (copyright, trademark) as they apply to entertainment content.
- Critique entertainment media campaigns for their effectiveness, target audience reach, and ethical considerations.
- Utilize digital tools and platforms to analyze entertainment industry trends and consumer data.
- Collaborate effectively in a team to develop and present an innovative entertainment marketing solution.

EVIDENCE OF LEARNING

Assessment:

What evidence will be collected and deemed acceptable to show that students truly “understand”?

- End of Unit Common Assessment - See folder for assessment links.
 - Students will complete a comprehensive end-of-chapter assessment.
 - Case Study project
- Students also participate in group discussions on current topics as they relate to each lesson.
- Students will participate in critical thinking activities.
- Students are also given mini-projects/assignments to test their practical knowledge of the topic.
- Do now questions, exit tickets, and independent classwork/homework.

Learning Activities:

What differentiated learning experiences and instruction will enable all students to achieve the desired results?

- Students participate in “Case Study” activities provided in each chapter, which require students to work together as a team to generate examples, solutions, and creative ideas as they relate to the lesson.
- Students participate in mini-projects, such as Brand Management activities, where students will develop a model for a particular brand.
- Students participate in seminars with guest speakers from various industries and colleges.
- Entertainment Product Launch Project
- Deceased Celebrity Reimagined Project
- Entertainment Career Spotlight & Networking

RESOURCES

Teacher Resources:

- [Sports Career Consulting LLC - Online Component](#)
- [Knowledge Matters Virtual Business - Sports & Entertainment](#)
- [DECA Inc. Advisor Resources](#)
- [eDynamic Learning - Sports and Entertainment Marketing](#)

Equipment Needed:

- Newline Board and laptop for daily lessons and projects