Lehighton Area School District
Curriculum Framework

Course Title:	Sports & Entertainment Marketing
Content Area:	Business Education
Grade Level(s):	9-12
Course Overview:	Sports & Entertainment Marketing is a full-year elective course designed to introduce students to the dynamic and rapidly evolving industries of sports, entertainment, and event promotion. Using Sports & Entertainment Marketing, 4th Edition by Kaser and Oelkers as the primary instructional resource, students explore the fundamental principles of marketing through real-world applications in professional sports, collegiate athletics, music, film, digital media, and live entertainment. Throughout the course, students examine consumer behavior, market research, branding, promotion, sponsorship, advertising, entrepreneurship, and event management. Emphasis is placed on developing critical thinking, communication, collaboration, creativity, and problem-solving skills through project-based learning experiences. Students analyze successful marketing campaigns, evaluate current industry trends, and apply marketing concepts to authentic business scenarios. Major course projects include a Local Business Research Project, Create Your Own Sports Drink Project, Create a Product Project, Sports Marketing Campaign, Create Your Own Music Festival Project, and Food Truck Project. These projects provide students with opportunities to develop professional presentations, marketing plans, promotional materials, branding strategies, and entrepreneurial business concepts. The course aligns with Pennsylvania Career Education and Work Standards and National Business Education Association (NBEA) Marketing Standards, preparing students for future study and careers in marketing, business, sports management, entertainment management, communications, advertising, public relations, and entrepreneurship. By the end of the course, students will have developed a comprehensive understanding of how marketing influences consumer decisions and drives success within the sports and entertainment industries.
PA Core Standards:	Career Education & Work Standards PA Core ELA 6-12 Standards PA Core Mathematics PK-12 Standards NBEA Marketing Standards

Key Course Text and Materials:	Sports & Entertainment Marketing, 4th Edition (Kaser & Oelkers); Google Workspace; Canva; Microsoft Office; Sports Business Journal; ESPN Business; Professional Sports Team Websites; NCAA/NIL Case Studies; Entertainment Industry Resources; Marketing Templates; Teacher-Created Materials; Chromebook/Laptop
Key Assessments/Projects:	Local Business Research Project, Create Your Own Sports Drink Project, Create a Product Project, Sports Marketing Campaign, Create Your Own Music Festival Project, and Food Truck Project. These projects provide students with opportunities to develop professional presentations, marketing plans, promotional materials, branding strategies, and entrepreneurial business concepts.

Big Idea/Unit: Foundations of Sports & Entertainment Marketing Pacing: 23 Days				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Marketing, Sports Marketing, Entertainment Marketing, Target Market, Marketing Mix, Branding, Sponsorship	Text Chapters 1-3; team websites; current sports marketing campaigns	Summative Assessment: Marketing Fundamentals Exam

Big Idea/Unit: Consumer Behavior & Market Research Pacing: 22 Days				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Consumer Behavior, Demographics, Psychographics, Segmentation, Surveys, Focus Groups	Text Chapters 4-5; local business case studies	Summative Assessment: Local Business Research Project

Big Idea/Unit: Branding, Promotion & Sponsorship Pacing: 22 Days				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Brand Equity, Endorsement, Sponsorship, Promotion, Influencer Marketing	Professional athlete endorsements; sponsorship case studies	Summative Assessment: Create Your Own Sports Drink Project

Big Idea/Unit: Entrepreneurship & Product Development Pacing: 23 Days				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Entrepreneurship, Product Development, Positioning, Pricing, Packaging	Entrepreneurship case studies; Shark Tank examples	Summative Assessment: Create a Product Project

Big Idea/Unit: Sports Marketing Pacing: 45 Days				
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**

PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	NIL, Ticket Sales, Fan Engagement, Sports Promotion, Licensing	Professional and collegiate sports marketing examples	Summative Assessment: Sports Marketing Campaign

Big Idea/Unit:	Entertainment Marketing			
Pacing:	45 Days			
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Music Marketing, Film Promotion, Streaming, Celebrity Branding, Event Promotion	Entertainment industry case studies	Summative Assessment: Create Your Own Music Festival Project

Big Idea/Unit:	Event & Experential Marketing			
Pacing:	45 Days			
Standards	**Objective/Skill**	**Vocabulary**	**Additional Resources**	**Assessment/Project**
PA CEW Standards 13.1, 13.2, 13.3, 13.4 NBEA Marketing Standards: Promotion, Product Management, Pricing, Marketing Information Management, Selling, Entrepreneurship, Marketing Planning	Apply marketing concepts. Analyze target markets. Conduct research. Evaluate promotional strategies. Analyze branding techniques. Create marketing materials. Develop marketing plans. Present findings and recommendations. Evaluate business decisions. Demonstrate career readiness skills.	Event Planning, Venue Selection, Budgeting, Promotion, Sponsorship	Food truck and event marketing examples	Summative Assessment: Food Truck Project