

Sports & Entertainment Marketing / Social Media Marketing YAG

Semester 1: Sports & Entertainment Marketing | Semester 2: Social Media Marketing | Single-Blocked | 36 Weeks

Course Information: Semester 1: SEM = \$127.266 Sports and Entertainment Marketing, one-half credit, recommended Grades 9–12, recommended prerequisite Principles of Business, Marketing, and Finance; §127.15(d)(1) Employability Skills are integrated. Semester 2: SMM = \$127.265 Social Media Marketing, one-half credit, recommended Grades 9–12, recommended prerequisite Principles of Business, Marketing, and Finance or any marketing course; §127.15(d)(2) Employability Skills are integrated. The sequence moves from core marketing concepts applied to sports and entertainment into strategic social media marketing, platform selection, mobile marketing, analytics, ethics, and campaign management. ACCESS supports marketing career and pathway exploration.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	SEM Unit 1 – Industry, Careers, Business & Marketing Foundations	- Explore sports/entertainment industry history, terminology, businesses, roles and careers - Categorize production, marketing, management and finance activities and their interdependence - Compare forms of business and economic impact - Introduce marketing concept/functions, marketing mix and target markets - Research trends, technology, legislation/ethics and competition for discretionary income	- SEM1(A–D) - SEM2(A–H) - SEM11(A–G) - SEM13(A–C) §127.15(d)(1)	- ACCESS: marketing career exploration - Industry/career profile - Trend scan
1	3–5	SEM Unit 2 – Markets, Research, Distribution, Pricing & Profitability	- Analyze segmentation, mass marketing, demographics, buying habits/preferences and positioning - Use marketing information/data to support forecasts and decisions - Explain distribution channels and channel-member activities - Evaluate budgets, balance sheets/income statements, revenue streams and profit/loss - Compare pricing strategies and analyze sports/entertainment product prices	- SEM2(D–H) - SEM3(A–B) - SEM4(A–C) - SEM5(A–B) - SEM6(A–B) - SEM12(A–B)	- Market research brief - Pricing/revenue case - ACCESS: industry connections
1	6–7	SEM Unit 3 – Product Planning, Promotion, Selling & Risk	- Describe new-product planning, product mix and product life cycle - Create and evaluate elements of the promotional mix - Identify common business risks and risk-control methods - Demonstrate selling steps using sports/entertainment products - Develop merchandising and ticket-sales strategies	- SEM7(A–C) - SEM8(A–B) - SEM9(A–B) - SEM10(A–E)	- Ticket-sales simulation - Promotional plan - Risk scenario
1	8–9	SEM Unit 4 – Sports & Entertainment Marketing Plan / Event Strategy	- Explain why sports/entertainment businesses use marketing and key marketing-plan components - Differentiate marketing of sports/entertainment from marketing through sports/entertainment - Define event marketing and analyze the event-sponsor-spectator triangle - Develop an event marketing strategy for a selected product/event - Present a concise marketing plan	- SEM14(A–E) - SEM15(A–C) - SEM2(A–H)	- Event marketing plan - Local event case study - Plan presentation
2	10–12	SEM Unit 5 – Sponsorships, Endorsements, Branding & Licensing	- Develop sponsorship proposal components and analyze costs/benefits, relationship development and legal issues - Analyze endorsement contracts, celebrity behavior and business rationale - Define branding and evaluate brand types, equity, extensions and successful brand characteristics - Compare licensor/licensee roles and licensing advantages/disadvantages - Apply concepts to a sports or entertainment property	- SEM16(A–F) - SEM17(A–C) - SEM18(A–E) - SEM19(A–D)	- Sponsorship proposal - Brand/licensing case - Endorsement analysis
2	13–15	SEM Unit 6 – Fan Experience, Game Operations & Revenue	- Explain how fan experience affects revenues and brand relationships - Analyze situations that improve or damage spectator experience - Define game operations, game entertainment and game attractiveness - Design involvement activities that enhance fan experience - Create a game-operations plan for a sports property	- SEM20(A–H) - SEM4(A–C) - SEM10(D–E)	- Game operations plan - Fan journey map - Experience redesign
2	16–17	SEM Unit 7 – Media, Publicity, PR & Entertainment Marketing	- Explain sports/entertainment communications and issues affecting the business - Define media/media rights and distinguish publicity, PR, media relations and community relations - Create a press release and press kit and simulate a press conference - Compare entertainment distribution methods and marketing strategies - Explain the promotional value of entertainment awards	- SEM21(A–I) - SEM22(A–C)	- Press kit - Press conference - Entertainment campaign analysis

2	18	Semester 1 Exam – Sports & Entertainment Marketing	• Cumulative written/performance assessment • Integrated sports/entertainment marketing case • Portfolio and marketing-plan review	• Cumulative: SEM1–22 • §127.15(d)(1)	• Targeted review/remediation
3	19–20	SMM Unit 1 – Social Media Marketing Ecosystem & Careers	• Differentiate inbound/outbound marketing and explain inbound marketing • Identify platform categories/purposes and define social media marketing • Trace major trends and the evolution of social media communications • Explain the social media ecosystem and relationship to traditional marketing • Research social media marketing careers and employment trends	• SMM1(A–G) • SMM8(A–B) • §127.15(d)(2)	• ACCESS: social media/digital marketing careers • Career trend brief • Platform ecosystem map
3	21–22	SMM Unit 2 – Legal, Ethical & Real-Time Marketing	• Apply legal boundaries/concepts affecting social media • Analyze ethical guidelines and codes of ethics • Identify social media marketing risk factors • Explain real-time marketing and evaluate its ramifications • Develop a response protocol for a simulated brand issue	• SMM2(A–E) • §127.15(d)(2)	• Ethics/risk scenarios • Real-time response simulation • Brand policy
3	23–24	SMM Unit 3 – Evaluating Digital Marketing Tools & Consumer Influence	• Evaluate how social media has changed marketing and communication • Analyze reciprocal influence between individuals and social media • Compare risks, advantages and limitations of digital marketing tools • Evaluate platform fit based on audience, objective and content type • Present a platform recommendation	• SMM3(A–D) • SMM1(C,G)	• Platform comparison • Audience-tool match • Recommendation pitch
3	25–27	SMM Unit 4 – Social Media Strategy & Integrated Marketing Plan	• Define the social media marketing process • Explain participation as a key marketing-mix element • Integrate social media into an integrated marketing plan to build brand awareness • Define campaign goals, audience, content themes, platform roles and schedule • Develop a complete social media marketing plan	• SMM4(A–D) • SMM1(A–G) • §127.15(d)(2)	• Social media plan • Content calendar • Strategy presentation
4	28–30	SMM Unit 5 – Platforms, Content & Emerging Social Media	• Analyze/evaluate communication through social networking platforms • Analyze/evaluate social publishing platforms • Analyze/evaluate social entertainment/video platforms • Analyze/evaluate social commerce/review/location platforms • Evaluate emerging social media and create platform-appropriate campaign content	• SMM5(A–E)	• Multi-platform content lab • Emerging-platform analysis • Campaign production
4	31–32	SMM Unit 6 – Mobile Marketing	• Explain the nature and scope of mobile marketing • Compare advantages/disadvantages of mobile marketing • Use or simulate SMS/MMS, QR codes, mobile applications and mobile-optimized web experiences • Integrate mobile tactics into the semester campaign	• SMM6(A–C) • SMM4(C–D)	• QR/mobile campaign • Mobile user journey • Campaign integration
4	33–35	SMM Unit 7 – Analytics, Optimization & Social Media Campaign Capstone	• Explain social media's role in marketing research • Explain the nature/scope of social media analytics • Select meaningful metrics and use analytics data to measure strategy success • Optimize campaign decisions using performance evidence • Present the completed social media campaign, analytics findings and recommendations	• SMM7(A–C) • SMM4(A–D) • SMM5(A–E) • SMM8(A–B) • §127.15(d)(2)	• Analytics dashboard • Campaign capstone • ACCESS: pathway transition
4	36	Semester 2 Exam – Social Media Marketing	• Cumulative written/performance assessment • Strategic social media marketing case and analytics interpretation • Final campaign portfolio/presentation	• Cumulative: SMM1–8 • §127.15(d)(2)	• Targeted review/remediation

TEKS Coverage Checklist

Semester 1 – Sports & Entertainment Marketing (§127.266): All 22 course strands are intentionally addressed, along with §127.15(d)(1) Employability Skills.

Strand	SEs	Focus	Placement	Coverage
SEM1	A-D	Business concepts/economic needs	Units 1-2	100%
SEM2	A-H	Marketing concept/functions/mix/markets/research/positioning/international	Units 1-4	100%
SEM3	A-B	Distribution channels	Unit 2	100%
SEM4	A-C	Financial information/revenue/profit-loss	Units 2, 6	100%
SEM5	A-B	Marketing-information system/data	Unit 2	100%
SEM6	A-B	Pricing	Unit 2	100%
SEM7	A-C	Product planning/product mix/life cycle	Unit 3	100%
SEM8	A-B	Promotional mix/plan	Unit 3	100%
SEM9	A-B	Business risk/control	Unit 3	100%
SEM10	A-E	Selling/merchandising/ticket sales	Units 3, 6	100%
SEM11	A-G	Nature/scope/history/ethics/trends/discretionary income	Unit 1	100%
SEM12	A-B	Demographics/buying behavior	Unit 2	100%
SEM13	A-C	Careers/businesses/industry roles	Unit 1	100%
SEM14	A-E	Marketing sports/entertainment and marketing plans	Unit 4	100%
SEM15	A-C	Event marketing	Unit 4	100%
SEM16	A-F	Sponsorship proposals/contracts	Unit 5	100%
SEM17	A-C	Endorsements	Unit 5	100%
SEM18	A-E	Branding	Unit 5	100%
SEM19	A-D	Licensing	Unit 5	100%
SEM20	A-H	Fan experience/game operations	Unit 6	100%
SEM21	A-I	Media/publicity/PR/press communications	Unit 7	100%
SEM22	A-C	Entertainment distribution/marketing/awards	Unit 7	100%

TEKS Coverage Checklist – Semester 2

Social Media Marketing (§127.265): All eight course strands are intentionally addressed, along with §127.15(d)(2) Employability Skills.

Strand	SEs	Focus	Placement	Coverage
SMM1	A–G	Inbound/outbound, platforms, definition, trends, communication evolution, ecosystem	Units 1, 3–4	100%
SMM2	A–E	Legal boundaries, ethics, risks, real-time marketing	Unit 2	100%
SMM3	A–D	Social media/digital-tool influence, risks, advantages, limitations	Unit 3	100%
SMM4	A–D	Social media process, participation, integrated plan, marketing plan	Units 4, 6–7	100%
SMM5	A–E	Networking, publishing, entertainment, commerce and emerging platforms	Units 5, 7	100%
SMM6	A–C	Mobile marketing and tools	Unit 6	100%
SMM7	A–C	Marketing research, analytics and measurement	Unit 7	100%
SMM8	A–B	Careers and employment trends	Units 1, 7	100%
Employability	§127.15(d)(2)	Advanced CTE employability skills	Integrated throughout Semester 2	100%

Implementation Notes

- Sports & Entertainment Marketing is completed entirely in Semester 1 and Social Media Marketing begins in Semester 2; no unit crosses the semester boundary.
- The Semester 1 capstone emphasis is an event/game-operations and communications portfolio that integrates marketing fundamentals with sponsorship, branding, licensing, fan experience and media relations.
- The Semester 2 capstone emphasis is a complete social media marketing campaign with platform strategy, content, mobile tactics, legal/ethical considerations and analytics-based evaluation.
- Because specific social platforms change over time, teachers should use current, school-appropriate platforms or simulations while preserving the TEKS categories and marketing functions. Platform examples in the standards may be treated as illustrative where the rule uses 'such as.'
- ACCESS should be used for career and pathway exploration across marketing, sports business, entertainment, digital marketing, social media, communications and related postsecondary options.
- Weeks 18 and 36 are reserved for cumulative semester exams.