

Black Horse Pike Regional School District
580 Erial Road, Blackwood, NJ 08012

Sports & Entertainment Marketing

COURSE OF STUDY

Business Department

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Black Horse Pike Regional School District

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Sports and Entertainment Marketing Course Curriculum

Course Overview

Sports and Entertainment Marketing will build upon the essentials and basic principles of the Marketing course by concentrating on a multi-billion dollar industry. The course is project-based and focuses on real-life business examples and perspectives. Students will examine the industry's economic impacts, licensing agreements, sponsorship, merchandising, branding, and promotion.

The course content below follows the [21st Century Life and Careers](#).

Course Content and Outline:

	Topics	Timeline
Unit 1: Fundamentals of Sports and Entertainment Marketing	1. What is Sports and Entertainment Marketing 2. Product 3. Sports Business Fundamentals 4. Entertainment Business Fundamentals 5. Economic Impact	3.5 weeks
Unit 2: Branding and Licensing	1. Branding 2. Brand Building 3. Licensing 4. Merchandising 5. Collectibles and Memorabilia	3.5 weeks
Unit 3: Promotion, Sponsorship, and Endorsement	1. The Promotions Mix 2. Understanding Sponsorship 3. Sponsorship Strategies 4. Sponsorship Sales, Challenges, and Risks 5. Ambush Marketing 6. Endorsements, Influencers, and NIL	3.5 weeks

Unit 4: Ticketing, Fan Experience, and Public Relations	1. Ticket Sales Categories 2. Fan Experience 3. Event Operations 4. Public Relations and Publicity 5. Crisis Management, Ethics, and Social Issues	3.5 weeks
Unit 5: The Marketing Plan	1. The Marketing Plan	4 weeks

Course Expectations and Skills

1. Analyze the sports and entertainment industry by examining how teams, athletes, entertainers, venues, and events are marketed to consumers
2. Apply marketing principles to develop promotional strategies, sponsorship opportunities, branding initiatives, and marketing plans for sports and entertainment organizations
3. Evaluate consumer behavior and fandom to determine how target audiences influence marketing decisions and organizational success
4. Examine the business operations of sports and entertainment organizations, including revenue generation, product management, sponsorship, media rights, licensing, and merchandising
5. Demonstrate ethical, creative, and strategic decision-making while solving real-world marketing challenges in the sports and entertainment industry

Materials Needed

- Chromebook
- Notebook and/or three-ring binder with lined paper (as needed)
- Daily planner/Student organizer
- Pen or pencil

Resources

Gilbertson, Lehman, Gentene (2017) Century 21 Accounting: General Journal 10e. Boston, MA: South-Western Cengage Learning
Lindauer, Chris. The Business of Sports & Entertainment 2025–26. Sports Career Consulting, LLC, 2026.

Grading Scale

Students will earn their grades based on the following categories of assignments:

- Assessments: 30%
- Classwork Assignments: 70%

Late Work Submission Policy

Daily Work: A pupil who has been absent from school will be given an opportunity to make up assignments, provided the assignments are completed during a period equal to the length of his/her absence. That period may be extended for the completion of long term assignments at the discretion of the teacher (on an individual basis and specific to the reason for absence when clearly communicated with the teacher)

When Due Dates are Posted for Assignments: There will be a 10% reduction for every day late after the posted due date in Genesis, with a maximum of five days late

Students enrolled in this course must have earned a 70 or higher in Marketing and be a Junior or Senior

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Sports and Entertainment Marketing

Unit 1: Fundamentals of Sports and Entertainment Marketing

Updated: July 2026

Unit 1 Title: Fundamentals of Sports and Entertainment Marketing

In this unit, students will delve into the world of sports and entertainment marketing, focusing on several key areas. Students will understand the concept of leisure time and discretionary income and how it is crucial for consumer spending and marketing strategies. Students will learn about the differences between sports marketing and sports management and the distinction between marketing entertainment vs. marketing through sports and entertainment. The important role of fandom will also be highlighted. Lastly, students will explore various industry segments while gaining an understanding of how sports and entertainment organizations generate revenue to achieve profitability.

Essential Questions

1. What is sports and entertainment marketing?
2. What is the function of sports and entertainment marketing?
3. What is fandom?
4. What is the sports and entertainment product?
5. What are the different revenue streams in the entertainment industry?
6. What is the economic impact of sporting and entertainment events?

Enduring Understanding

1. Sports and entertainment marketing is a specialized branch of marketing that focuses on the marketing of sports and entertainment properties or leveraging sports and entertainment as a platform to market products or services and increase sales
2. Sports and entertainment marketing have two primary functions, each fundamental to the industry's business dynamics
3. Fandom describes a subculture of fans who share a collective emotional and behavioral response centered around a common interest
4. In SEM, a product or service describes anything that delivers value to the consumer through engagement, enjoyment, and experience
5. Entertainment products are original core products that can be developed into merchandise, used for promotion, and create profit through sales of ancillary products
6. Sporting and entertainment events inevitably impact the host city's economy.

Tier 2 Vocabulary <i>High-frequency words used throughout the unit</i>	Tier 3 Vocabulary <i>Discipline-specific words used throughout the unit</i>
Inflation, property, marketing, products, services, media, value, revenue, gross sales, broadcast, ratings, expense, costs, sample, product placement, brand awareness, direct effects, indirect effects	Sports and entertainment marketing (SEM), leisure time, discretionary income, sports management, sports marketing, fandom, super fan, perishability, tangible product, intangible product, tangible attributes, intangible attributes, earned media, earned media value (EMV), revenue stream, matchday revenue, luxury suite, broadcast rights, linear broadcast television, streaming services, regional sports networks (RSNs), exclusive broadcast rights, pay-per-view, commercial revenue, sponsorship, licensing, net profit, net loss, bottom line, revenue sharing, salary cap, union, ancillary products, royalties, mechanical royalties, streamshare, copyright infringement, performance royalties, synchronization royalties, promotional tie-in, movie franchise, product integration, net placement value, economic impact

Unit Learning Targets/Goals/Outcomes	
Learning Target	Standards:
1. Explain how leisure time and discretionary income relate to the marketing concept 2. Identify examples of sports and entertainment properties 3. Differentiate between sports marketing and sports management 4. Explain the difference between the marketing of sports and entertainment and the marketing through sports and entertainment 5. Identify the key distinctions that differentiate sports from entertainment 6. Understand the importance of fandom in the business of sports and entertainment 7. Distinguish between products and services 8. Describe the unique nature of sports and entertainment products and services 9. Identify examples of sports and entertainment products and services 10. Recognize the importance of product quality in sports and entertainment 11. Explain the various strategies for managing the sports and	1. 9.3.12.BM-MGT.3, 9.3.12.MK.2, 9.3.12.MK.5 2. 9.3.12.MK.1, 9.3.12.MK.4 3. 9.3.12.MK.1, 9.3.12.MK.9, 9.3.12.BM.6 4. 9.3.12.MK.9, 9.3.12.MK.10, 9.3.12.HT.1 5. 9.3.12.MK.1, 8.3.12.MK.4 6. 9.3.12.MK.2, 9.3.12.MK.10, 9.3.12.BM.4 7. 9.3.12.MK.6, 9.3.12.HT.1 8. 9.3.12.MK.6, 9.3.12.MK.9 9. 9.3.12.MK.6, 9.3.12.HT-TT.8 10. 9.3.12.MK.6, 9.3.12.BM.6 11. 9.3.12.MK.6, 9.3.12.MK.9, 9.3.12.BM-MGT.8 12. 9.3.12.MK.8, 9.3.12.FN.9 13. 9.3.12.MK.9, 9.3.12.HT-REC.7 14. 9.3.12.MK.5, 9.3.12.MK.8 15. 9.3.12.MK.9, 9.3.12.AR-JB.1 16. 9.3.12.MK.8, 9.3.12.MK.9 17. 9.3.12.MK.5, 9.3.12.MK.8 18. 9.3.12.MK.7, 9.3.12.FN-ACT.3 19. 9.3.12.MK.3, 9.3.12.BM-HR.3

entertainment product 12. Describe the concept of revenue and its importance to sports, entertainment, and event properties 13. Explain how sports and entertainment organizations generate revenue 14. Differentiate between ticket sales and attendance 15. Describe the concept of broadcast rights 16. Explain the difference between broadcast rights and Pay-Per-View 17. Recognize the importance of ratings and how they influence rights fees 18. Explain the difference between net profit and net loss 19. Identify instances of labor disputes and the different parties typically involved 20. Describe why the value of professional sports teams is skyrocketing 21. Provide an example of ancillary products 22. Explain the concept of royalties 23. Differentiate between the common forms of royalties 24. Describe and example of copyright infringement 25. Explain how both a brand and film studio benefit from promotional tie-ins 26. Describe the concept of “toy-ready” films 27. Identify examples of film franchises 28. Explain the product placement process and identify where consumers might see placements 29. Identify the metric used to measure the performance of brand or product placement 30. Differentiate between traditional product placement, product plugs, and reverse product placement 31. Explain the concept economic impact 32. Differentiate between direct and indirect effects on the economy 33. Explain the “superstar” effect as it relates to the economy 34. Describe the purpose of an economic impact study	20. 9.3.12.MK.7, 9.3.12.BM-MGT.8 21. 9.3.12.MK.6, 9.3.12.HT-REC.10 22. 9.3.12.MK.7, 9.3.12.AR.4 23. 9.3.12.MK.7, 9.3.12.FN-ACT.3 24. 9.3.12.MK.3, 9.3.12.IT-WD.10 25. 9.3.12.MK.10, 9.3.12.MK.6 26. 9.3.12.MK.6, 9.3.12.HT-REC.10 27. 9.3.12.MK.4, 9.3.12.AR-AV.1 28. 9.3.12.MK.10, 9.3.12.AR-JB.3 29. 9.3.12.MK.5, 9.3.12.BM.1 30. 9.3.12.MK.10, 9.3.12.MK.9 31. 9.3.12.MK.7, 9.3.12.BM-MGT.3 32. 9.3.12.MK.7, 9.3.12.BM-MGT.3 33. 9.3.12.MK.2, 9.3.12.MK.7 34. 9.3.12.MK.5, 9.3.12.BM.1
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Instructional Strategies & Resources

Activities/Assignments	Instructional and Supplemental Materials and Texts
• Intro to SEM trivia game • Fandom worksheet • Importance of viewership, ratings, and media measurement • Create your own Olympics • The Ultimate SEM vacation	Sports and Career Consulting Chapters: • 2.2 • 2.3 • 3.1 • 3.2 • 3.4

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

Assessments:

Formative	Summative
• Daily warm-up questions & discussion • Daily exit checks • Unit vocabulary assignments • Whole-class discussion during content lectures • EDpuzzle videos	• Fundamentals Unit Quiz

Interdisciplinary Connections:

English Language Arts (ELA) Standards (NJSL-ELA)

- RI.11-12.1 Cite strong and thorough textual evidence to support analysis of explicit and inferred ideas (ex: explaining the concept of sports and entertainment marketing, broadcast rights, economic impact)
- RI.11-12.3 Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop (ex: analyzing revenue generation in sports and entertainment organizations, product placement process)
- RI.11-12.6 Determine an author's point of view or purpose and analyze how rhetoric advances the point of view (ex: analyzing promotional tie-ins, fandom influence, marketing through sports and entertainment)
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (ex: evaluating ratings data, economic impact studies, sponsorship effectiveness, target audience trends)
- W.11-12.1 Write arguments to support claims using valid reasoning and relevant evidence (ex: defending the value of a sports franchise, selecting effective promotional strategies)
- W.11-12.2 Write informative/explanatory texts to examine and convey complex ideas clearly and accurately (ex: explaining royalties,

- ancillary products, direct vs. indirect economic effects)
- W.11-12.4 Produce clear and coherent writing appropriate to task, purpose, and audience (ex: creating sponsorship proposals, product placement analyses, marketing plans)
- SL.11-12.1 Initiate and participate effectively in collaborative discussions (ex: debating labor disputes, discussing branding strategies, evaluating fandom trends)
- SL.11-12.4 Present information, findings, and supporting evidence clearly and persuasively (ex: presenting economic impact studies, explaining sports marketing strategies, analyzing broadcast rights)

Mathematics Standards (NJSL-Math)

- N-Q.A.1 Use units as a way to understand problems and guide the solution of multi-step real-world problems (ex: calculating ticket revenue, attendance figures, royalties, and rights fees)
- A-CED.A.1 Create equations and inequalities to represent relationships between quantities (ex: modeling revenue streams, pricing strategies, profit vs. loss calculations)
- S-ID.A.1 Represent data with plots on the real number line and interpret data distributions (ex: analyzing attendance trends, ratings performance, merchandise sales)
- S-ID.B.6 Represent data on two quantitative variables and analyze relationships using regression models (ex: studying relationships between ratings and broadcast fees, attendance and revenue)
- S-ID.C.9 Distinguish between correlation and causation (ex: determining whether fandom directly impacts merchandise sales or team value)

Social Studies Standards (NJSL-SS)

- 6.1.12.EconEM.2.a Explain how innovation and competition drive economic growth (ex: analyzing sports media expansion, streaming services, Pay-Per-View models)
- 6.1.12.EconEM.9.a Analyze how supply and demand influence price and production decisions (ex: ticket pricing, broadcast rights fees, sponsorship values)
- 6.1.12.CivicsPI.14.a Analyze how economic opportunities and constraints influence decision-making (ex: labor disputes, franchise relocation decisions, sponsorship investments)
- 6.3.12.EconET.3 Evaluate the impact of economic systems and consumer choices in a global economy (ex: global sports branding, international fandom, worldwide entertainment franchises)

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Sports and Entertainment Marketing Unit 2: Branding and Licensing

Updated: July 2026

Unit 2 Title: Branding & Licensing

This unit explores the strategic processes behind brand building, commercialization, and revenue generation in the sports and entertainment industries. Students will examine how organizations define, protect, and grow their brand identity using specific branding mechanisms such as logos, trademarks, and mascots. They will analyze the financial and cultural impact of brand equity, strategic brand extensions, and collaborative co-branding efforts. Moving from brand conception to commercialization, the unit covers the mechanics of intellectual property licensing, omnichannel and on-site merchandising strategies, and the highly lucrative, emotion-driven global market for collectibles and memorabilia. By studying real-world business cases—such as Nike's branding campaigns, EA Sports' licensing shifts, and the modern sneaker resale market—students will understand how modern entertainment properties convert fan passion into sustainable financial assets.

Essential Questions

1. How do sports and entertainment entities build and sustain a brand that translates into lasting consumer loyalty?
2. Where is the boundary between a brand's identity (how it presents itself) and its brand image (how consumers actually perceive it)?
3. How do organizations strategically balance risk, control, and profit margins when choosing between in-house, on-site, and online merchandising channels?
4. How does intellectual property licensing act as both a massive revenue accelerator and a source of legal and financial conflict for licensors and licensees?
5. What economic and psychological forces drive consumers to value intangible "nostalgia" (memorabilia) differently than functional "investments" (collectibles)?

Enduring Understanding

1. A brand is a multi-dimensional asset. A successful brand is far more than a visual logo or slogan; it is an integrated identity that creates financial value (brand equity) and builds resilient consumer relationships capable of weathering tough economic climates.
2. Commercialization relies on legal protection. The commercial viability of merchandising, licensing, and branding depends entirely on the robust legal protection of intellectual property through trademarks, copyrights, and active enforcement against counterfeit goods.
3. Distribution channels dictate consumer behavior. Omnichannel merchandising—ranging from high-impulse, emotion-fueled physical sales at live venues (on-site) to broad-reach digital storefronts (e-commerce)—requires tailored operational strategies

	to maximize revenue. 4. Licensing is a collaborative, risk-sharing business model. Licensing allows brand owners (licensors) to expand their market reach without manufacturing costs, while allowing partners (licensees) to leverage established brand equity, though it requires constant negotiation over rising royalty costs. 5. Fan communities drive alternative financial markets. The passion of specialized fan communities (e.g., "sneakerheads") converts consumer hobbies into highly lucrative, multi-billion-dollar resale and investment economies based on rarity, exclusivity, and nostalgia.
Tier 2 Vocabulary <i>High-frequency words used throughout the unit</i>	Tier 3 Vocabulary <i>Discipline-specific words used throughout the unit</i>
Strategy, resonate, differentiate, sustained, revenue, acquire, complexities, authenticity.	Branding, brand mark, trademark, tagline, brand identity, brand image, brand equity, brand value, brand extension, co-branding, rebranding, alternate branding, licensing, licensor, licensee, counterfeit, merchandising, omnichannel merchandising, in-house merchandising, on-site merchandising, collectibles, memorabilia

Unit Learning Targets/Goals/Outcomes	
Learning Target	Standards:
1. Outline the multi-step brand-building process utilized by sports and entertainment organizations. 2. Differentiate between brand identity (how a brand presents itself) and brand image (how consumers actually perceive the brand). 3. Define brand awareness and explain how it varies among different levels of sports and entertainment properties. 4. Distinguish between brand equity (perceived value added to a product) and brand value (the actual financial worth of a brand). 5. Analyze the importance of brand loyalty and evaluate how sports and entertainment entities cultivate it.	1. 9.3.MK.1, 9.3.MK-COM.4 2. 9.3.MK.2, 9.3.MK-COM.3 3. 9.3.MK.3, 9.3.MK-MGT.3 4. 9.3.MK-COM.3, 9.3.MK.3, 9.3.MK-COM.4 5. 9.3.MK-COM.4, 9.3.MK-COM.4 6. 9.3.MK-MER.1, 9.3.MK.3, 9.3.MK-COM.4 7. 9.3.MK-MER.3, 9.3.MK.3 8. 9.3.MK-MER.4, 9.3.MK.1 9. 9.3.MK-MGT.3, 9.3.MK-MER.4 10. 9.3.MK.1, 9.3.MK-MGT.3 11. 9.3.MK.2, 9.3.MK-MGT.3

6. Define and evaluate advanced branding strategies, including brand extensions, co-branding, rebranding, and alternate branding.
7. Define "licensing" and explain the relationship between a licensor (property owner) and a licensee (manufacturer).
8. Analyze the advantages and disadvantages of licensing agreements for both the licensor and licensee using real-world case studies (e.g., EA Sports and FIFA).
9. Define counterfeit products and evaluate their negative legal and financial impacts on consumers, licensors, and licensees.
10. Apply the "3 P's of Licensing" (Profit, Promotion, and Protection) to assess the viability of a proposed licensing deal.
11. Define "merchandising" and explain how omnichannel merchandising integrates online, mobile, and brick-and-mortar sales channels.
12. Compare and contrast the benefits of in-house merchandising versus on-site and online (e-commerce) merchandising channels.
13. Differentiate between collectibles (sought for rarity/investment value) and memorabilia (valued for nostalgia, history, and connection to specific moments).
14. Identify key segments of the collectibles and memorabilia market, including autographs, trading cards, sneakers, and sports equipment.
15. Analyze the growth of collector communities (e.g., "sneakerheads") and explain how specialized marketplaces and conventions facilitate trade.

12. 9.3.MK.3, 9.3.MK-MGT.3
13. 9.3.MK-COM.3, 9.3.MK-MER.3
14. 9.3.MK-COM.4, 9.3.MK.1, 9.3.MK-MER.1
15. 9.3.MK-MER.1., 9.3.MK-MER.1, 9.3.MK-MER.3, 9.3.MK-MER.4

Instructional Strategies & Resources

Activities/Assignments	Instructional and Supplemental Materials and Texts
- Brands Worksheet - Brand Logos Worksheet - Slogans & Taglines Worksheet - Brand Identification & Hidden Logos Activity - Brand Extension Activity & Worksheet - Licensing & Pricing Worksheet - NFLPA Licensing Mini Project - Merchandising Worksheet - Collectibles & Memorabilia Worksheet	Sports Career Consulting Chapters: 6.1 6.2 6.3 6.4 6.5

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

Assessments:

Formative	Summative
- Daily warm-up questions & discussion - Daily exit checks - Unit vocabulary assignments - Whole-class discussion during content lectures - Curriculum videos on slide decks	Branding and Licensing Unit Quiz

Interdisciplinary Connections:

English Language Arts Standards (NJSLA-ELA)

- RI.11-12.1 Cite strong and thorough textual evidence to support analysis of explicit and inferred ideas (ex: using market data to analyze the structural difference between "collectibles" as investments and "memorabilia" as representations of historical nostalgia; citing trends to explain why the sports memorabilia market is projected to reach \$271 billion by 2034).
- RI.11-12.3 Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop (ex: tracing the strategic evolution and ultimate breakdown of the 30-year licensing partnership between EA Sports and FIFA; analyzing how EA Sports FC established over 700 individual team and player licenses to maintain authenticity without the FIFA brand).
- RI.11-12.6 Determine an author's point of view or purpose and analyze how rhetoric advances the point of view (ex: evaluating the rhetorical and emotional impact of Nike's female-focused "So Win" tagline campaign debuted during Super Bowl LIX; analyzing how viral mascot branding like Ellie the Elephant is used to define and shift a franchise's brand image).
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (ex: evaluating and comparing

global brand value data from Kantar Millward Brown to analyze why tech giants lead traditional sports/entertainment brands; examining infographics illustrating the financial share of autographs, cards, and sneaker collecting in the broader market).

- W.11-12.1 Write arguments to support claims using valid reasoning and relevant evidence (ex: defending whether a sports franchise should manage its merchandise in-house to capture maximum profits or license its intellectual property to a third party to mitigate inventory and production risks).
- W.11-12.2 Write informative/explanatory texts to examine and convey complex ideas clearly and accurately (ex: explaining the structural and psychological difference between brand identity and brand image; outlining the operational mechanics of the "3 P's of Licensing": Profit, Promotion, and Protection).
- W.11-12.4 Produce clear and coherent writing appropriate to task, purpose, and audience (ex: drafting a mock licensing proposal between a celebrity/athlete (licensor) and a manufacturing brand (licensee); designing a localized creative brief for a Nike "City Connect" alternate uniform concept that celebrates community heritage).
- SL.11-12.1 Initiate and participate effectively in collaborative discussions (ex: debating the ethical and financial consequences of counterfeit merchandise on legitimate brand equity; discussing the potential brand risks versus rewards when a legacy franchise undergoes a complete rebranding process).
- SL.11-12.4 Present information, findings, and supporting evidence clearly and persuasively (ex: pitching an innovative co-branding partnership concept, similar to the Apple Watch Nike+ product launch; presenting an omnichannel merchandising strategy to optimize on-site, online, and brick-and-mortar retail sales channels).

Mathematics Standards (NJSL-Math)

- N-Q.A.1 Use units as a way to understand problems and guide the solution of multi-step real-world problems (ex: calculating total royalty payments due to a licensor based on contract-stipulated percentage rates of gross unit sales; computing projected percentage growth of the sports card market based on historical market size metrics).
- A-CED.A.1 Create equations and inequalities to represent relationships between quantities (ex: modeling profitability curves to compare the higher profit margins of in-house merchandising against the lower-overhead, royalty-based structures of licensed merchandising channels).
- S-ID.A.1 Represent data with plots on the real number line and interpret data distributions (ex: plotting and comparing the brand value of the world's leading sports and entertainment properties, such as Netflix, YouTube, Nike, Disney, and Spotify).
- S-ID.B.6 Represent data on two quantitative variables and analyze relationships using regression models (ex: analyzing the mathematical relationship between the production scarcity of rare sneaker releases and their subsequent market value on secondary resale platforms like StockX, GOAT, and eBay).
- S-ID.C.9 Distinguish between correlation and causation (ex: investigating whether high viral media engagement, such as TikTok views of a team mascot, directly causes increases in on-site souvenir sales, or if both are simply correlated with team winning streaks).

Social Studies Standards (NJSL-SS)

- 6.1.12.EconEM.2.a Explain how innovation and competition drive economic growth (ex: examining how digital marketplaces, online auction platforms, and sneaker verification services have expanded the global collectibles and trading card industry into a multi-billion-dollar asset class).
- 6.1.12.EconEM.9.a Analyze how supply and demand influence price and production decisions (ex: analyzing how artificial scarcity,

limited-edition apparel drops, and exclusive autograph signings drive consumer behavior and dictate pricing dynamics).

- 6.1.12.CivicsPI.14.a Analyze how economic opportunities and constraints influence decision-making (ex: evaluating the financial trade-offs of EA Sports' decision to forfeit the FIFA brand name in order to avoid paying a reported \$1 billion licensing fee every four years).
- 6.3.12.EconET.3 Evaluate the impact of economic systems and consumer choices in a global economy (ex: exploring the globalized supply chains of licensed merchandise; examining the economic, political, and legal impacts of intellectual property laws and international anti-counterfeiting operations).

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Sports and Entertainment Marketing Unit 3: Promotion, Sponsorship, and Endorsement

Updated: July 2026

Unit 3 Title: Promotion, Sponsorship, and Endorsement

This unit discusses the promotion mix, providing insights into different promotional strategies and their unique applications in sports and entertainment contexts. In addition, sponsorship, endorsement, and NIL provides a comprehensive overview of key concepts and strategies in sports and entertainment marketing. It differentiates between advertising and sponsorship, exploring various types, such as in-kind and paid sponsorships and identifies the drivers of market growth. The unit also covers sponsorship strategies, highlighting why businesses sponsor events and the importance of setting clear objectives, evaluating campaigns, and understanding the sponsorship criteria. Students will gain insights into sponsorship activation methods, inventory management, proposal development, and the risks associated with ambush marketing.

Essential Questions

1. What is promotion?
2. What is sponsorship?
3. Why do businesses and brands sponsor?
4. What are sponsorship risks and challenges?
5. How can you leverage influential personalities for sports and entertainment marketing?

Enduring Understanding

1. Promotion is any form of communication to inform, persuade, or remind people about company products or services
2. Sponsorship is a form of marketing in which companies align their name, brand, or logo with sports/entertainment properties or events to achieve future profits
3. Sponsorship is a powerful marketing tool because it connects brands with consumers through experiences they enjoy, such as sports or entertainment events
4. Sponsorship decisions might be swayed by personal interests or fandom, leading to impulsive purchases.
5. Leveraging influential personalities is a powerful marketing strategy where businesses use the popularity and reach of athletes, celebrities, entertainers, and influencers to promote products or brands.

Tier 2 Vocabulary <i>High-frequency words used throughout the unit</i>	Tier 3 Vocabulary <i>Discipline-specific words used throughout the unit</i>
Promotion, sponsorship, gross impressions, signage, assets, proposal, package, personal brand	Promotions mix, sales promotion, sampling, point-of-purchase promotions, discounts, coupon, flash sale, bogo offers, cross-promotion, in-kind sponsorship, title sponsorship, presenting rights, naming rights, exclusivity, pouring rights, sponsorship activation, experiential activation, sponsorship inventory, intellectual assets, intellectual property rights, rate card, ambush marketing, endorsement, Q score, influencer marketing, NIL, parity

Unit Learning Targets/Goals/Outcomes	
Learning Target	Standards:
1. Describe the role of promotion in sports and entertainment 2. Recognize the different components of the promotions mix 3. Provide examples of each of the various forms of sales promotion 4. Explain why a business or brand would offer contests and sweepstakes promotions 5. Identify the forms of promotion that are unique to sports and entertainment 6. Differentiate between advertising and sponsorship 7. Distinguish between in-kind sponsorship and paid sponsorship 8. Identify drivers of sponsorship and market growth 9. Provide examples of common sponsorship categories 10. Recognize the rights sponsors commonly receive as part of their agreement with a sponsorship agreement 11. Explain why businesses and brands sponsor sports, entertainment, and event properties 12. Identify strategies that are key for successful sponsorship programs 13. Provide examples of common sponsorship objectives 14. Recognize the most common criteria companies consider when deciding what to sponsor 15. Describe an example of sponsorship activation 16. Identify the primary methods for activating sponsorship 17. Understand the concept of sponsorship inventory	1. 9.3.12.MK.9, 9.3.12.MK.10 2. 9.3.12.MK.3, 9.3.12.MK.10 3. 9.3.12.MK.6, 9.3.12.MK.10 4. 9.3.12.MK.2, 9.3.12.MK.10 5. 9.3.12.MK.10, 9.3.12.HT-REC.9 6. 9.3.12.MK.9, 9.3.12.MK.10 7. 9.3.12.MK.7, 9.3.12.MK.10 8. 9.3.12.MK.2, 9.3.12.BM-MGT.3 9. 9.3.12.MK.6, 9.3.12.MK.10 10. 9.3.12.MK.3, 9.3.12.MK.10 11. 9.3.12.MK.2, 9.3.12.MK.10 12. 9.3.12.MK.10, 9.3.12.BM-MGT.8 13. 9.3.12.MK.5, 9.3.12.MK.10 14. 9.3.12.MK.5, 9.3.12.MK.2 15. 9.3.12.MK.10, 9.3.12.MK.3 16. 9.3.12.MK.10, 9.3.12.MK.9 17. 9.3.12.MK.6, 9.3.12.MK.7 18. 9.3.12.MK.6, 9.3.12.HT-REC.10 19. 9.3.12.MK.7, 9.3.12.MK.10 20. 9.3.12.MK.10, 9.3.12.BM.4 21. 9.3.12.MK.5, 9.3.12.MK.7 22. 9.3.12.MK.7, 9.3.12.BM-MGT.3 23. 9.3.12.MK.10, 9.3.12.MK.4 24. 9.3.12.MK.10, 9.3.12.MK.3

18. Identify the categories of inventory (assets) available to sports, entertainment, and event properties 19. Distinguish between a rate card and a sponsorship package 20. Identify examples of components typically included in a sponsorship proposal, along with important considerations when developing proposals 21. Recognize the importance of sponsorship evaluation 22. Describe the key challenges and risks associated with sponsorship 23. Explain the concept of ambush marketing and when it typically occurs 24. Identify the various tactics a brand could use to ambush an event 25. Describe the strategies used by properties to protect sponsors 26. Describe the concept of a personal brand 27. Identify the primary methods for leveraging influential personalities in marketing 28. Differentiate between endorsement and influencer marketing 29. Recognize the potential impact of leveraging influential personalities in sales 30. Describe characteristics a business considers when determining which personalities offer the best fit as brand ambassadors 31. Understand the risks associated with endorsement partnerships 32. Understand how NIL has evolved 33. Describe the primary ways NIL has impacted sports and entertainment marketing 34. Discuss the potential long-term impact of NIL, including risks, legal, and ethical implications	25. 9.3.12.MK.10, 9.3.12.BM.4 26. 9.3.12.MK.5, 9.3.12.MK.3 27. 9.3.12.MK.10, 9.3.12.MK.2 28. 9.3.12.MK.10, 9.3.12.MK.9 29. 9.3.12.MK.2, 9.3.12.MK.7 30. 9.3.12.MK.2, 9.3.12.MK.5 31. 9.3.12.MK.7, 9.3.12.MK.4 32. 9.3.12.MK.4, 9.3.12.BM-MGT.3 33. 9.3.12.MK.10, 9.3.12.MK.4 34. 9.3.12.MK.4, 9.3.12.AR.4
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Instructional Strategies & Resources	
Activities/Assignments	Instructional and Supplemental Materials and Texts
• Special Edition Sales Promotion • Sponsorship Activation • Ambush Marketing • Sponsorship and Endorsement • Selecting a Brand Endorsement	Sports Career Consulting Chapters: • 7.5 • 8.1 • 8.2 • 8.3 • 8.4

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

Assessments:

Formative

- Daily warm-up questions & discussion
- Daily exit checks
- Unit vocabulary assignments
- Whole-class discussion during content lectures
- EDpuzzle videos

Summative

- Promotion, Sponsorship, and Endorsement Unit Quiz

Interdisciplinary Connections:

English Language Arts (ELA) Standards (NJSLS-ELA):

- RI.11-12.1 Cite strong and thorough textual evidence to support analysis of explicit and inferred ideas (ex: evaluating sponsorship agreements, endorsement partnerships, and NIL impacts)
- RI.11-12.3 Analyze a complex set of ideas or sequence of events and explain how they develop (ex: analyzing sponsorship activation strategies, ambush marketing tactics, and promotion campaigns)
- RI.11-12.6 Determine an author's point of view or purpose and analyze how rhetoric advances the point of view (ex: examining influencer marketing campaigns, sponsorship messaging, and brand ambassador promotions)
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (ex: comparing sponsorship proposals, evaluating endorsement effectiveness, analyzing sponsorship inventory)
- W.11-12.1 Write arguments to support claims using valid reasoning and relevant evidence (ex: defending sponsorship selections, evaluating endorsement partnerships, debating NIL regulations)
- W.11-12.2 Write informative/explanatory texts to examine and convey complex ideas clearly and accurately (ex: explaining ambush marketing, sponsorship activation, and influencer marketing strategies)
- W.11-12.4 Produce clear and coherent writing appropriate to task, purpose, and audience (ex: creating sponsorship proposals, activation plans, and promotional campaign outlines)
- SL.11-12.1 Initiate and participate effectively in collaborative discussions (ex: discussing sponsorship risks, NIL ethics, and personal branding strategies)
- SL.11-12.4 Present information, findings, and supporting evidence clearly and persuasively (ex: presenting sponsorship packages, endorsement recommendations, and marketing activation strategies)

Mathematics Standards (NJSLS-Math):

- N-Q.A.1 Use units as a way to understand problems and guide the solution of multi-step real-world problems (ex: calculating sponsorship value, activation budgets, and return on investment)
- A-CED.A.1 Create equations and inequalities to represent relationships between quantities (ex: modeling sponsorship revenue,

- endorsement compensation, and promotional budgets)
- S-ID.A.1 Represent data with plots on the real number line and interpret data distributions (ex: analyzing sponsorship impressions, consumer engagement, and promotional reach)
- S-ID.B.6 Represent data on two quantitative variables and analyze relationships using regression models (ex: examining relationships between influencer engagement and product sales)
- S-ID.C.9 Distinguish between correlation and causation (ex: determining whether sponsorships directly increase sales or brand awareness)

Social Studies Standards (NJSL-SS):

- 6.1.12.EconEM.2.a Explain how innovation and competition drive economic growth (ex: evaluating influencer marketing growth, NIL opportunities, and sponsorship expansion)
- 6.1.12.EconEM.9.a Analyze how supply and demand influence price and production decisions (ex: sponsorship pricing, endorsement contracts, and athlete NIL valuations)
- 6.1.12.CivicsPI.14.a Analyze how economic opportunities and constraints influence decision-making (ex: sponsorship negotiations, endorsement risks, and NIL agreements)
- 6.3.12.EconET.3 Evaluate the impact of economic systems and consumer choices in a global economy (ex: global sponsorship campaigns, international influencers, and worldwide sports branding)

Black Horse Pike Regional School District

Where inspiring excellence is our standard, and student achievement is the result.

Sports and Entertainment Marketing Unit 4: Fan Experience & Public Relations

Updated: July 2026

Unit 4 Title: Fan Experience & Public Relations

This unit explores the operational, strategic, and ethical infrastructure that drives the multi-billion-dollar sports and entertainment industries. Students will analyze how organizations maximize revenue through strategic asset and inventory diversification (such as tailored ticketing categories, dynamic promotions, and corporate luxury options) while executing meticulous live event and stadium operations to optimize customer satisfaction. Beyond live event logistics, the unit investigates how organizations manage their brand image through public relations strategies, media interactions, and proactive crisis management. Finally, students will examine the profound social footprint of sports and entertainment, critically evaluating contemporary issues like equity, sportsmanship, systemic gambling dilemmas, and the political implications of "sportswashing" on a global scale.

Essential Questions

Enduring Understanding

1. How do sports and entertainment organizations balance the pressure for financial profitability with their broader ethical and social responsibilities?
2. In what ways does live event and stadium infrastructure transform a passive spectator into a loyal, lifelong consumer?
3. How does public perception impact an organization's bottom line, and how can publicity be managed when it is inherently uncontrollable?
4. What role do athletes and entertainers play as modern societal role models, and what are the consequences when they fail to uphold that status?
5. How do gameday logistics and operational planning directly

1. The fan experience is a continuous journey that begins long before entering a stadium gates (starting at the initial digital point-of-sale) and extends through post-event digital engagements.
2. Seamless event and game operations are essential prerequisites for driving ticket sales, securing high-value corporate sponsorships, and generating positive organic publicity.
3. While public relations serves as a proactive vehicle to build a brand image, publicity is fundamentally uncontrolled and requires predetermined reactive crisis management strategies to mitigate reputational damage.
4. Sports and entertainment properties do not exist in a vacuum;

influence an organization's core business streams like ticket sales, sponsorship ROI, and media presence?	they wield massive cultural influence and are frequently leveraged as battlegrounds for advocating social change or, conversely, as political tools to sanitize controversial corporate or state reputations ("sportswashing"). 5. Maximizing revenue requires separating venue inventory into multi-tier ticket sales categories designed to meet the variable financial commitments and experiential expectations of a diverse target audience.
Tier 2 Vocabulary <i>High-frequency words used throughout the unit</i>	Tier 3 Vocabulary <i>Discipline-specific words used throughout the unit</i>
Mitigate, proactive, reactive, leverage, erode, polarizing, affinities/affiliations, disparity, diversification, standardize	Crisis Management, sportswashing, game operations (game ops), event attractiveness, public relations (PR), publicity stunt, media kit, media blitz, personal seat license (PSL), season ticket equivalent (STE), Title IX, tanking

Unit Learning Targets/Goals/Outcomes	
Learning Target	Standards:
1. Define crisis management and explain its strategic importance in maintaining an organization's reputation, trust, and stakeholder relationships. 2. Differentiate between ethical behavior and unethical shortcuts in sports and entertainment, highlighting the impact on brand equity and fan trust. 3. Analyze prominent social issues in sports and entertainment (e.g., gender equity, racial equity, mental health awareness, and "sportswashing") and describe how they influence public perception. 4. Distinguish between Public Relations (controlled) and Publicity (uncontrolled), and outline the differences between proactive and reactive PR strategies. 5. Evaluate PR tools and execution tactics, including publicity stunts, media kits, public service announcements (PSAs), and media blitzes. 6. Identify the core elements of an effective press release and	1. 9.3.MK.4, 9.3.12.BM-ADM.3, 9.3.MK-MGT.2 2. 9.3.MK.10, 9.3.12.BM.2, 9.3.MK-MGT.3 3. 9.3.MK.9, 9.3.MK-COM.3, 9.3.MK-MGT.4 4. 9.3.MK.9, 9.3.MK-COM.1, 9.3.MK-MGT.7 5. 9.3.MK.9, 9.3.MK-COM.5, 9.3.MK-COM.4 6. 9.3.MK.9, 9.3.MK-COM.1, 9.3.MK-COM.2 7. 9.3.MK.4, 9.3.HT.1, 9.3.12.BM-ADM.3 8. 9.3.MK.8, 9.3.MK.10, 9.3.MK-COM.4 9. 9.3.MK.10, 9.3.HT.3, 9.3.MK.8 10. 9.3.MK.10, 9.3.12.BM.2, 9.3.MK.7 11. 9.3.MK.6, 9.3.MK.7, 9.3.MK.3, 9.3.MK-MGT.5

state the primary purpose of a press conference. 7. Explain the difference between event operations and game operations, and explain how "Game Ops" impacts sales, sponsorship, publicity, and customer service. 8. Identify variables that dictate event attractiveness and describe how game-day traditions enhance the overall fan atmosphere. 9. Assess the touchpoints of the fan experience from ticket purchase through event day and post-event interactions. 10. Describe how safety regulations, venue amenities, variable pricing models, and technological integrations (like contactless concessions and biometrics) shape fan satisfaction. 11. Classify various ticket sales inventories—including season tickets, Personal Seat Licenses (PSLs), ticket packages, premium seating, group sales, and theme nights—and clarify their financial benefit to sports franchises.	
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Instructional Strategies & Resources	
Activities/Assignments	Instructional and Supplemental Materials and Texts
• Ticket Sales Categories • Stadium Fan Experience Activity • Game Day Traditions • Game Operations & Promotions • Promotional Giveaway Activity • Signature Food Idea • City Connect Activity • Press Release & Crisis Management	Sports Career Consulting Chapters • 9.2 • 10.1 • 10.2 • 11.2 • 11.3

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

Assessments:

Formative

- Daily warm-up questions & discussion
- Daily exit checks
- Unit vocabulary assignments
- Whole-class discussion during content lectures
- Curriculum videos on slide decks

Summative

- Ticketing, Fan Experience, and Public Relations Unit Quiz

Interdisciplinary Connections:

English Language Arts Standards (NJSLS-ELA)

Reading: Informational Text (RI)

- RI.11-12.1: Cite strong and thorough textual evidence to support analysis of explicit and inferred ideas.
- RI.11-12.3: Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop.
- RI.11-12.6: Determine an author's point of view or purpose and analyze how rhetoric advances the point of view.
- RI.11-12.7: Integrate and evaluate multiple sources of information presented in different media or formats.

Writing (W)

- W.11-12.1: Write arguments to support claims using valid reasoning and relevant evidence.
- W.11-12.2: Write informative/explanatory texts to examine and convey complex ideas clearly and accurately.
- W.11-12.4: Produce clear and coherent writing appropriate to task, purpose, and audience.

Speaking & Listening (SL)

- SL.11-12.1: Initiate and participate effectively in collaborative discussions.
- SL.11-12.4: Present information, findings, and supporting evidence clearly and persuasively.

Mathematics Standards (NJSLS-Math)

Number & Quantity (N-Q) & Algebra (A-CED)

- N-Q.A.1: Use units as a way to understand problems and guide the solution of multi-step real-world problems.
- A-CED.A.1: Create equations and inequalities to represent relationships between quantities.

- A-CED.A.2: Create equations in two or more variables to represent relationships between quantities.

Statistics & Probability (S-ID)

- S-ID.A.1: Represent data with plots on the real number line and interpret data distributions.
- S-ID.B.6: Represent data on two quantitative variables and analyze relationships using regression models.
- S-ID.C.9: Distinguish between correlation and causation.

Social Studies Standards (NJSLSS)

Economics, Innovation, and Technology (Econ)

- 6.1.12.EconEM.2.a: Explain how innovation and competition drive economic growth.
- 6.1.12.EconEM.9.a: Analyze how supply and demand influence price and production decisions.
- 6.1.12.EconNE.3.a: Explain how economic indicators and policy decisions impact regional development.

Civics, Government, and Human Rights (Civics / History)

- 6.1.12.CivicsPI.14.a: Analyze how economic opportunities and constraints influence decision-making.
- 6.1.12.CivicsPR.4.a: Analyze how the expansion of rights and protections has affected opportunities for marginalized groups.
- 6.3.12.EconET.3: Evaluate the impact of economic systems and consumer choices in a global economy.

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Where inspiring excellence is our standard, and student achievement is the result.

Sports and Entertainment Marketing Unit 5: Marketing Plan

Updated: July 2026

Unit 5 Title: Marketing Plan

In this unit, students will apply the marketing planning process to create a comprehensive marketing plan that aligns organizational objectives with customer needs and market opportunities while strengthening their strategic thinking, communication, and business planning skills.

Essential Questions	Enduring Understanding
1. What is a marketing plan?	1. A marketing plan is a written document that provides direction for marketing activities over a specific period of time. It is a critical planning tool for any business, regardless of industry, as it defines goals and strategies and directs the organization.
Tier 2 Vocabulary <i>High-frequency words used throughout the unit</i>	Tier 3 Vocabulary <i>Discipline-specific words used throughout the unit</i>
organization	Marketing plan, mission statement

Unit Learning Targets/Goals/Outcomes

Learning Target	Standards:
1. Explain the importance of a marketing plan 2. Identify market factors that help an organization to understand the market 3. Understand the importance of a mission statement 4. Develop a marketing plan	1. 9.3.12.MK.9, 9.3.12.BM-MGT.8 2. 9.3.12.MK.5, 9.3.12.MK.2, 9.3.12.MK.4 3. 9.3.12.BM-MGT.8, 9.3.12.MK.4 4. 9.3.12.MK.9, 9.3.12.MK.10, 9.3.12.MK.5, 9.3.12.BM-MGT.8

Instructional Strategies & Resources

Activities/Assignments	Instructional and Supplemental Materials and Texts
- Final Project: Minor League Baseball Marketing Plan planning worksheets - Sports and Entertainment Marketing Field Trip	Final Project

ACCOMMODATION/MODIFICATION OPTIONS: [General Classes](#), [Special Education](#), [504 Students](#), [At Risk Students](#), [Gifted & Talented](#)

Assessments:

Formative	Summative
- Daily warm-up questions & discussion - Daily exit checks - Unit vocabulary assignments - Whole-class discussion during content lectures - EDpuzzle videos	Final Project: Minor League Baseball Marketing Plan

Interdisciplinary Connections:

English Language Arts Standards (NJSL-ELA)

- **RI.11-12.1** Cite strong and thorough textual evidence to support analysis of explicit and inferred ideas.
- **RI.11-12.3** Analyze a complex set of ideas or sequence of events and explain how they develop.
- **RI.11-12.7** Integrate and evaluate multiple sources of information presented in different media or formats.
- **W.11-12.1** Write arguments to support claims using valid reasoning and relevant evidence.
- **W.11-12.2** Write informative/explanatory texts to examine and convey complex ideas clearly and accurately.
- **W.11-12.4** Produce clear and coherent writing appropriate to task, purpose, and audience.
- **SL.11-12.1** Initiate and participate effectively in collaborative discussions.
- **SL.11-12.4** Present information, findings, and supporting evidence clearly and persuasively.

Mathematics Standards (NJSL-Math)

- **N-Q.A.1** Use units as a way to understand problems and guide the solution of multi-step real-world problems.
- **A-CED.A.1** Create equations and inequalities to represent relationships between quantities.
- **S-ID.A.1** Represent data with plots and interpret data distributions.
- **S-ID.B.6** Represent data on two quantitative variables and analyze relationships using regression models.

- **S-ID.C.9** Distinguish between correlation and causation

Social Studies Standards (NJSLSS)

- **6.1.12.EconEM.2.a** Explain how innovation and competition drive economic growth.
- **6.1.12.EconEM.9.a** Analyze how supply and demand influence price and production decisions.
- **6.1.12.CivicsPI.14.a** Analyze how economic opportunities and constraints influence decision-making.
- **6.3.12.EconET.3** Evaluate the impact of economic systems and consumer choices in a global economy.