

Course Title: 667 - Sports & Entertainment Marketing

Board Approval Date: November 17, 2020

Credit / Hours: 1.0 Credit / 126 hrs.

Course Description:

The Sports & Entertainment Marketing course develops student understanding of the sport/event industries and their impact on local communities and products. In addition, instruction includes distribution systems and strategies, pricing considerations, marketing-information management, selling, product-service management, and promotion. Students acquire an understanding and appreciation of the need for planning. Throughout the course, students are presented with problem-solving situations for which they must apply academic and critical thinking skills. Students will be invited to attend the DECA Marketing Career Day with the 76ers in November. Sales, Distribution, & Marketing Operations, General CIP 52.1801

Learning Activities / Modes of Assessment:

Independent	Technology
Small Group	Projects
Whole Group	Presentations
One-on-one	Research
Classwork	Quizzes
Activities	Writing

Instructional Resources:

MBA Research & Curriculum Center

- Course Guides
- LAP Modules
- Teacher Professional Development Training Materials

DECA, Inc. & PA DECA Competition Materials

Marketing Brew

Online Resources

Technical Journals

The RED Zone School Store

Discovery Education (login through Clever)

Curriculum: Marketing

Course: 667 - Sports & Entertainment Marketing

Know/Task:	Understand:	Do:
<p>100- Interpreting Marketing & Business Fundamentals</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify and explain the functions of marketing -Examine the role of business in society -Examine the global environment in which businesses operate -Explain the concept of target marketing and market segmentation 	<p>101- Identify and explain the functions of marketing. (2)</p> <p>105- Examine the role of business in society. (2,3)</p> <p>106- Examine the global environment in which businesses operate. (2)</p> <p>108- Explain the concept of target marketing and market segmentation. (5)</p>
<p>200- Pricing & Retail Math</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Calculate profit, markup, and markdown -Calculate prices for merchandise using pricing strategies 	<p>206- Calculate profit, markup, and markdown. (6)</p> <p>207- Calculate prices for merchandise using pricing strategies. (6)</p>
<p>300- Explore Career Development Opportunities</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Research career and educational opportunities in Marketing and Business -Demonstrate and practice networking skills 	<p>305- Research career and educational opportunities in Marketing & Business. (2, 6, 8, 9)</p> <p>306- Demonstrate and practice networking skills. (6, 8, 9, 10)</p>
<p>400- Technology Applications</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Prepare marketing documents using technology -Create projects using multimedia sources and applications -Research trends in marketing technology 	<p>401- Prepare marketing documents using technology. (7, 9, 10)</p> <p>403- Create projects using multimedia sources and applications. (2, 7, 9, 10)</p> <p>404- Research trends in marketing technology. (7, 10)</p>

<p>500- Communications in Marketing</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Communicate effectively in the workplace (classroom) -Read & comprehend written communication -Create a variety of business communications utilized in the workplace (classroom) -Prepare & deliver a marketing related presentation -Interpret nonverbal communications 	<p>502- Communicate effectively within the workplace. (1, 8, 10)</p> <p>503- Demonstrate ability to read and comprehend written communications. (1, 8, 10)</p> <p>504- Create a variety of written business communications utilized in the workplace. (1, 8, 10)</p> <p>507- Prepare and deliver a marketing related presentation. (2, 8, 9, 10)</p> <p>509- Interpret nonverbal communications. (10)</p>
<p>700- Marketing Information Management & Market Planning</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify and define methods of conducting marketing research -Explain the use of technology in customer relationship management -Compare primary and secondary research data -Use marketing research data to make recommendations and decisions 	<p>702- Identify and define methods of conducting marketing research. (4, 5)</p> <p>703- Explain the use of technology in customer relationship management. (4, 5)</p> <p>704- Compare primary and secondary marketing research data. (4, 5)</p> <p>705- Use marketing research data to make recommendations and decisions. (4, 5)</p>
<p>800- Business Management & Administration</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Research safety concerns in the marketing and business industry -Analyze the nature of risk management -Explain the nature of 	<p>802- Research safety concerns in the marketing and business industry. (9)</p> <p>803- Analyze the nature of risk management. (3)</p> <p>805- Explain the nature of business ethics. (3)</p>

	business ethics	
900- Selling Goods & Services	Students will be able to... -Demonstrate feature-benefit selling	904- Demonstrate feature-benefit selling. (3)
1000- Advertising & Promoting Goods & Services	Students will be able to... -Explain the importance of promotion, and how it serves customers -Design projects that utilize principles of visual merchandising -Identify the different types of advertising media -Create a promotional mix -Identify the major elements of a print advertisements -Write advertising slogans -Differentiate between promotional advertising and institutional advertising -Distinguish between advertising and publicity -Create a promotional project	1001- Explain the importance of promotion, and how it serves customers. (7,9) 1002- Design projects that utilize principles of visual merchandising. (7,9) 1003- Identify the different types of advertising media. (7,9) 1004- Create a promotional mix. (7,9) 1005- Identify the major elements of a print advertisement. (7,9) 1008- Write advertising slogans. (7,9) 1009- Differentiate between promotional advertising and institutional advertising. (7,9) 1011- Distinguish between advertising and publicity. (7, 8, 9) 1014- Create a promotional project. (7,9)
1400- Economics	Students will be able to... -Identify and discuss supply and demand factors	1404- Identify and discuss supply and demand factors. (6)
1500- Product/Service Management	Students will be able to... -Identify the difference	1501- Identify the difference between national and private

	<p>between national and private brands</p> <ul style="list-style-type: none">-Explain the nature of product/service branding-Identify the elements of branding and packaging-Develop strategies to position a product/business	<p>brands. (3)</p> <p>1502- Explain the nature of product/service branding. (3)</p> <p>1503- Identify the elements of branding and packaging. (3)</p> <p>1504- Develop strategies to position a product/business. (3)</p>
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Pacing Guide

Course: 667 - Sports & Entertainment Marketing

Course Unit (Topic) **Length of Instruction (Class Periods)**

1- Course Policies, Expectations, Procedures	3-4 days
2- Fundamentals of Sports & Entertainment Marketing	5 days
3- Product/Service Management	10 days
4- Marketing Information Management	5 days
5- Market Planning	5 days
6- Pricing	5 days
7- Advertising	20 days
8- Publicity & Public Relations	9 days
9- Sales Promotion	13 days
10- Event Scheduling	5 days
11- Final Exam/Project	9 days
Total Days	90