

Board Approved August 2017

Department Business Education

Course Sports & Entertainment Marketing

Week	Marking Period 1	Week	Marking Period 3
1	What is Sports & Entertainment Marketing?	9	Selling Sports & Entertainment.
2	Putting the Customer 1 st .	10	
3	Sports & Entertainment Means Business.	11	Sports & Entertainment Legal Issues.
4		12	
Week	Marking Period 2	Week	Marking Period 4
5	The Wide World of Sports & Entertainment	13	The Marketing Game Plan.
6	.Sports & Entertainment Promotion	14	
7	Promotional Planning	15	
8	.	16	Capstone Project

Time Frame	8 Days
Topic	
What is Sports and Entertainment Marketing	
Essential Questions	
<p>What are the core standards of marketing for a popular sports or entertainment event? How is the economy affected by sports marketing? How has the delivery of entertainment evolved over the past ten years?</p>	
Enduring Understandings	
<p>After the completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> • Describe the basic concepts of marketing. • Explain the marketing mix. • Define the seven core standards of marketing and financing □ Define sports marketing. • Explain the value of sports marketing to the economy. • Define entertainment. • Describe the evolution of entertainment marketing. 	
Alignment to NJSLs	
<p>8.1 Educational Technology</p> <ul style="list-style-type: none"> • A. Technology Operations and Concepts • B. Creativity and Innovation • C. Communication and Collaboration • D. Digital Citizenship • E: Research and Information Fluency • F. Critical Thinking, Problem Solving, and Decision Making <p>8.2 Technology Education, Engineering, Design, and Computational Thinking</p> <ul style="list-style-type: none"> • B. Technology and Society • D. Abilities for a Technological World • F. Resources for a Technological World <p>9.1 21st Century Life Skills</p> <ul style="list-style-type: none"> • A. Critical Thinking & Problem Solving • B. Creativity and Innovation • C. Collaboration, Teamwork and Leadership • D. Cross-Cultural Understanding and Interpersonal Communications • E. Communication and Media Fluency • F. Accountability, Productivity and Ethics <p>9.3 Career and Technical Education</p> <ul style="list-style-type: none"> • HT. Hospitality & Tourism • HT-REC. Recreation, Amusements & Attractions • HT-TT. Travel & Tourism • MK. Marketing • MK-SAL. Professional Sales Career Pathway 	
Key Concepts and Skills	
<p>I. Foundations of Marketing Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</p> <p>II. Consumers and Their Behavior Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.</p>	

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module
 Guided Practice
 Key Term Review
 Student Activity Workbook Standard & Poor’s Case Study
 Internet Activity
 Discussion
 PowerPoint Presentation
 Cooperative Learning Exercise
 Virtual Field Trips
 DECA Connection Role Play Activity
 Chapter 1 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
 South-Western® Online Resource Material
 Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame 8 Days

Topic

Putting the Customer First

Essential Questions

What is the marketing concept for sports and entertainment events?
 Why must sports and entertainment venues conduct research to keep repeat customers?

How do target markets and market segments affect a business's marketing efforts?
 What is an outstanding customer service culture, and why is it important at sports and entertainment events?

Enduring Understandings

After the completion of this unit, students will be able to:

- Explain the central focus of the marketing concept.
- Explain the reasons for increased sports and entertainment options.
- Explain the importance of understanding buyer behavior when making marketing decisions.
- Describe means of collecting marketing information for use in decision making.
- Define target market and market segment.
- Describe how businesses use market segmentation.
- Explain the importance of outstanding customer service.
- Explain what it means to establish a service culture.

Alignment to NJSLs

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E. Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World 9.1 21st Century Life Skills
- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- MK. Marketing
- MK-COM. Marketing Communications
- MK-MGT. Marketing Management
- MK-RES. Marketing Research

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

- Market Research
- Guided Practice
- Key Term Review
- Student Activity Workbook
- Standard & Poor’s Case Study
- Internet Activity
- Discussion
- PowerPoint Presentation
- Cooperative Learning Exercise
- Virtual Field Trips
- DECA Connection Role Play Activity
- Chapter 2 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
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 Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame	10 Days
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Topic

Sports and Entertainment Means Business

Essential Questions

Why do investors chance losing money, and why do they need to know how to profit?
 How do sports and entertainment businesses achieve profitability?
 What are the sources and categories of business risk, and how are they managed?
 What does ethics mean in sports and entertainment marketing, and what impact does unethical behavior have?

Enduring Understandings

After the completion of this unit, students will be able to:

- Explain the importance of the profit motive in business.
- Summarize the impact of limited resources on business.
- Describe the types of economic utility.
- Recognize sources of funding and revenue for sports and entertainment businesses.
- Categorize business risks.
- Explain methods a business uses to manage risks.
- Conduct a risk assessment and develop a contingency plan for safety and security. □ Interpret the meaning of ethics in sports and entertainment marketing □ Analyze the impact of ethical and unethical behavior.

Alignment to NJSLs

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E: Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- MK. Marketing
- MK-COM. Marketing Communications
- MK-MGT. Marketing Management
- MK-RES. Marketing Research

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module
 Ticket Pricing
 Guided Practice
 Key Term Review
 Student Activity Workbook Standard & Poor’s Case Study
 Internet Activity
 Discussion
 PowerPoint Presentation
 Cooperative Learning Exercise
 Virtual Field Trips
 DECA Connection Role Play Activity
 Chapter 3 of South-Western *Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
 South-Western® Online Resource Material
 Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame

8 Days

Topic

The Wide World of Sports and Entertainment

Essential Questions

What impacts do major international events and politics have on sports and entertainment? How have global trends and global communications changed the sports and entertainment industries? How do cultural and gender diversity relate to the popularity of sports and entertainment? What is the role of travel and tourism in sports and entertainment, and why is multigenerationalism a factor?

Enduring Understandings

After the completion of this unit, students will be able to:

- Discuss the effect of major international events on sports.
- Explain how politics affects sports and entertainment.

- Assess global trends and opportunities in sports and entertainment.
- Identify the effects of global communications on sports and entertainment. □ Explain the impact of multiculturalism and diversity in sports. □ Summarize the impact of women in sports and entertainment □ Explain the role of travel and tourism in sports and entertainment.
- Discuss the roles of resorts and theme parks.

Alignment to NJSLs

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E: Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World 9.1 21st Century Life Skills
- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- HT. Hospitality & Tourism
- HT-REC. Recreation, Amusements & Attractions
- HT-TT. Travel & Tourism
- MK. Marketing
- MK-COM. Marketing Communications
- MK-MGT. Marketing Management
- MK-RES. Marketing Research
- MK-MER. Merchandising
- MK-SAL. Professional Sales Career Pathway

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

- Stadium Staffing
- Concessions

Guided Practice
 Key Term Review
 Student Activity Workbook Standard & Poor’s Case Study
 Internet Activity
 Discussion
 PowerPoint Presentation
 Cooperative Learning Exercise
 Virtual Field Trips
 DECA Connection Role Play Activity
 Chapter 4 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
 South-Western® Online Resource Material
 Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame	8 Days
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Topic

Sports and Entertainment Promotion

Essential Questions

What are the purposes of promotion and what are its four elements?
 What are the components of effective advertising and sales promotion?
 Why are publicity and personal selling effective forms of promotion?

Enduring Understandings

After the completion of this unit, students will be able to:

- Describe the purposes of promotion.
- Summarize the significance of the four elements of promotion.
- Explain the components of effective advertising.
- Describe various types of sales promotions.

- Distinguish between publicity and other types of promotion.
- Explain how to use personal selling in sports and entertainment

Alignment to NJSLS

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E: Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education HT

- MK-COM. Marketing Communications
- K-MER. Merchandising

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

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V. Marketing Research

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

- Promotion and Social Media

Guided Practice

Key Term Review

Student Activity Workbook Standard &

Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise
 Virtual Field Trips
 DECA Connection Role Play Activity
 Chapter 9 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
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 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame	10 Days
Topic	
Promotional Planning	
Essential Questions	
What impact does the event triangle have on the value of entertainment awards? What are the benefits of sponsorships and endorsements? What steps are taken to develop a promotional plan, and which current promotional trends might be part of the plan?	
Enduring Understandings	
After the completion of this unit, students will be able to: <ul style="list-style-type: none"> • Describe the components and exchanges of an event triangle. • Explain the effects of media broadcasting on the event triangle. • Explain the promotional value of entertainment awards. • Explain the benefits of sponsorship to the sponsor. • Define endorsements and discuss their restrictions. • List steps in developing a promotional plan. • Discuss recent promotional trends and ways to stay current. 	
Alignment to NJSLs	
8.1 Educational Technology <ul style="list-style-type: none"> • A. Technology Operations and Concepts • B. Creativity and Innovation • C. Communication and Collaboration 	

- D. Digital Citizenship
 - E: Research and Information Fluency
 - F. Critical Thinking, Problem Solving, and Decision Making
- 8.2 Technology Education, Engineering, Design, and Computational Thinking
- B. Technology and Society
 - D. Abilities for a Technological World
 - F. Resources for a Technological World
- 9.1 21st Century Life Skills
- A. Critical Thinking & Problem Solving
 - B. Creativity and Innovation
 - C. Collaboration, Teamwork and Leadership
 - D. Cross-Cultural Understanding and Interpersonal Communications
 - E. Communication and Media Fluency
 - F. Accountability, Productivity and Ethics
- 9.3 Career and Technical Education
- MK. Marketing
 - MK-COM. Marketing Communications
 - MK-MGT. Marketing Management
 - MK-RES. Marketing Research

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

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V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

□ Sponsorships Guided

Practice

Key Term Review

Student Activity Workbook Standard &

Poor's Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 10 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment
 Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical
 Demonstration Formative Assessment
 Self-Assessment Quizzes
 Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software
 South-Western® Online Resource Material
 Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame	10 Days
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Topic

Selling Sports and Entertainment

Essential Questions

What do salespeople need to know about their customers and to close a sale?
 How can fans buy tickets for sports and entertainment events?
 How do corporations outside of the sports and entertainment industry use sports and entertainment events for business purposes?

Enduring Understandings

After the completion of this unit, students will be able to:

- List the steps involved in the sales process.
- Discuss the management skills and knowledge necessary for successful salespeople.
- Explain the difference between ticket brokers and ticket scalpers..
- Describe the ticket economy and strategies for getting highly sought after tickets.
- Explain sales strategies for attracting groups to sports and entertainment venues.
- Describe how corporations use sports and entertainment to motivate employees and impress clients.

Alignment to NJSLs

- 8.1 Educational Technology
 - A. Technology Operations and Concepts
 - B. Creativity and Innovation
 - C. Communication and Collaboration
 - D. Digital Citizenship
 - E: Research and Information Fluency
 - F. Critical Thinking, Problem Solving, and Decision Making
- 8.2 Technology Education, Engineering, Design, and Computational Thinking
 - B. Technology and Society
 - D. Abilities for a Technological World
 - F. Resources for a Technological World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- MK-SAL. Professional Sales Career Pathway

Key Concepts and Skills

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

- Promotion and Social Media

Guided Practice

Key Term Review

Student Activity Workbook Standard &

Poor’s Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 11 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical

Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software

South-Western® Online Resource Material

Samsung Chromebook™
 MS Office Suite
 SMART Board™
 ELMO Classroom Visual Presenter
 SMART Responder XE™ Interactive Response System

Time Frame	8 Days
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Topic

Sports and Entertainment Legal Issues

Essential Questions

How are the governing bodies of sports involved with athletes and in the fair use of a sports teams' brand?
 How do labor relations affect the sport and entertainment industries?
 What roles do agents, handlers, and advisers play in an athlete's personal and professional life?

Enduring Understandings

After the completion of this unit, students will be able to:

- Discuss the role of governing bodies in the sports industry.
- Distinguish between copyright laws, licensing, and fair use.
- Investigate the role of labor unions in sports and entertainment.
- Describe the financial and public relations effects of strikes on sports and entertainment.
- Identify the roles of athletes agents, handlers, and advisers.
- Describe contract law.

Alignment to NJSLs

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E: Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- HT. Hospitality & Tourism
- HT-REC. Recreation, Amusements & Attractions
- HT-TT. Travel & Tourism
- MK-SAL. Professional Sales Career Pathway

Key Concepts and Skills

III. External Factors
 Achievement Standard: Analyze the influence of external factors on marketing.

V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

□ Player Management

Guided Practice

Key Term Review

Student Activity Workbook Standard &

Poor’s Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 13 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical

Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software

South-Western® Online Resource Material

Samsung Chromebook™

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder XE™ Interactive Response System

Time Frame	20 Days
Topic	
The Marketing Game Plan	
Essential Questions	
Why is marketing planning important, and what information is needed to begin planning? How do strategies help fulfill marketing objectives? What are the major components of a marketing plan, and why is positioning an important part of the plan?	
Enduring Understandings	

After the completion of this unit, students will be able to:

- Explain the importance of marketing planning.
- Determine the information needed to begin marketing planning.
- Describe the importance of marketing objectives and strategies.
- Explain how the design of a sports property can be used as a marketing strategy.
- Identify entertainment marketing strategies.
- Describe how a marketing position is developed.
- List and describe the components of a marketing plan. □ Create a sports and entertainment marketing plan

Alignment to NJSLs

8.1 Educational Technology

- A. Technology Operations and Concepts
- B. Creativity and Innovation
- C. Communication and Collaboration
- D. Digital Citizenship
- E. Research and Information Fluency
- F. Critical Thinking, Problem Solving, and Decision Making

8.2 Technology Education, Engineering, Design, and Computational Thinking

- B. Technology and Society
- D. Abilities for a Technological World
- F. Resources for a Technological World

9.1 21st Century Life Skills

- A. Critical Thinking & Problem Solving
- B. Creativity and Innovation
- C. Collaboration, Teamwork and Leadership
- D. Cross-Cultural Understanding and Interpersonal Communications
- E. Communication and Media Fluency
- F. Accountability, Productivity and Ethics

9.3 Career and Technical Education

- MK. Marketing
- MK-COM. Marketing Communications
- MK-MGT. Marketing Management
- MK-RES. Marketing Research

Key Concepts and Skills

I. Foundations of Marketing

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III. External Factors

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IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

VI. The Marketing Plan

Achievement Standard: Describe the elements, design, and purposes of a marketing plan.

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Learning Activities

Virtual Business® Sports & Entertainment Online Module

- Parking and Revenue
- Ingress and Egress

Guided Practice

Key Term Review

Student Activity Workbook

Standard & Poor’s Case Study

Internet Activity

Discussion

PowerPoint Presentation

Cooperative Learning Exercise

Virtual Field Trips

DECA Connection Role Play Activity

Chapter 12 of *South-Western Sports and Entertainment Marketing 4e* ©2015

Assessments

Unit Comprehensive Online Assessment

Completion of Virtual Business® Sports & Entertainment Formative Assessments Practical

Demonstration Formative Assessment

Self-Assessment Quizzes

Key Term Quiz

21st Century Skills

X	Creativity	X	Critical Thinking	X	Communication	X	Collaboration
X	Life & Career Skills	X	Information Literacy	X	Media Literacy		

Interdisciplinary Connections

Technology Integration

Virtual Business® Sports & Entertainment Simulation Software

South-Western® Online Resource Material

Samsung Chromebook™

MS Office Suite

SMART Board™

ELMO Classroom Visual Presenter

SMART Responder XE™ Interactive Response System