

Teacher: Core Sports & Entertainment Marketing	Year: 2017-18
Course: Sports and Entertainment Marketing	Month: All Months

S Strategies Used in the Sports and Entertainment Industry

e	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
p	I. How are the 4 P's of the marketing mix applied to the sports and entertainment industry?	-What is sports and entertainment marketing?	Students will be able to:	-marketing				ECO 1-Allocation of Resources “Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.
t		-The difference between sports marketing and marketing a sport?	- Participate in a brainstorm session the meaning of sports and entertainment marketing.	-marketing concept				ECO 5-Market Structures “Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
e	II. How does the sports marketing industry identify its target market?	-The seven steps in the development of a sports product?	- Use multiple points of view to differentiate marketing strategies used in the industry.	-market				ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
m		-The role that price plays in determining a profit in the industry?	- Identify the steps in product development and explain a product's life cycle.	-needs				FIN 1-Personal Decision Making “Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.
b	II. What are the necessary steps in planning a new product for the sports and entertainment industry.	-What is event marketing and explain the promotional mix in sports and entertainment marketing?	- Implement problem-solving strategies to explain how revenue stream is determined in the industry.	-wants				FIN 5-Buying Goods and Services “Apply a decision-making model to maximize consumer satisfaction when buying goods and services.
e		-Why is product placement essential in selling sports and entertainment products?	- Provide examples of event marketing and design a promotional mix for a sports franchise or entertainment event.	-target market				MKT 1-Foundations of Marketing “Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

r IV. How do sports and entertainment marketers use marketing strategies to entice consumer purchases?

- Determine the appropriate location for a sports/entertainment venue or product.

-demographics

MKT 2-Consumers and Their Behavior
“ Analyze the characteristics, motivations, and behaviors of consumers.

-marketing mix

MKT 4-The Marketing Mix “ Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

-channel of distribution

-point of difference

-focus group

-commercialization

-repositioning

-price

-prestige pricing

-odd-even pricing

-target pricing

-markup

-cost-plus pricing

-non-price

competition

-market share

-price lining

-bundle pricing

-loss-leader pricing

-yield-management pricing

-price fixing

-product

placement

-gross profit

-net profit

-profit margin

- reach and frequency
- event marketing
- promotional mix
- direct channel
- direct marketing
- indirect channel
- outlet
- venue
- capacity

O The Economic and Cultural Impact of the Sports and Entertainment Industry

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
t	I. Why would a consumer spend an extravagant amount of money on a sports or entertainment product or service?	-Define economics and explain how the Free Enterprise System functions.	Students will be able to:	-economics				ECO 1-Allocation of Resources “ Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.
o		-The difference between disposable and discretionary income and how they impact the sports and entertainment industry.	#NAME?	-GDP				ENT 7-Global Markets “ Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
b	II. How did sports and entertainment become a multi-billion dollar industry?	-How much typical families spend at professional sporting events or entertainment venues.	-Differentiate between disposable and discretionary income.	-profit				ENT 8-Legal “ Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
e		-Financial benefits and risks for hosting a sporting or entertainment event.	-Analyze and create budget illustrating the costs to attend a professional sporting event or entertainment venue.	-competition				MGT 3-Business Organization “ Analyze the organization of a business.

r	III. What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?	-How consumers spend their leisure time.	-Analyze the cost effectiveness of hosting a sporting or entertainment event.	-consumers					MK.II.A-Analyze the characteristics, motivations, and behaviors of consumers.
			-Determine sporting and entertainment functions that are considered to be leisure activities.	-discretionary income					
				-opportunity cost -infrastructure -sports franchise -grassroots marketing -cross selling -leisure time -kinetoscope -vendors -product					
N	Sports Marketing & The Entertainment Market								
O	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards	
v	I. Why are athletes and celebrities used to influence brand loyalty in the industry?	-Types of advertising mediums used to entice consumers to attend a sporting or entertainment event.	Students will be able to:	-promotion					ECO 5-Market Structures “Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
e		-How athletes and entertainers use the media to promote themselves.	-Research current marketing trends in the industry.	-endorsement					ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
m	II. How does branding influence your buying decisions in the sports and entertainment industry?	-Product endorsements and how they are used.	-Assess different media approaches in the sports and entertainment industry.	-core product					ENT 7-Global Markets “Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

b	-Importance of athlete or entertainer to project a positive image.	-Develop a promotional strategy within the sports and entertainment industry.	-ancillary product	MKT 1-Foundations of Marketing “Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
e	III. How and why are product endorsements utilized in the fields of sports and entertainment?	-Different ways entertainment centers generate revenue.	-Research the product endorsements of famous athletes and entertainers and present the findings. -Compare the positive and negative images of current athletes and entertainers.	MKT 2-Consumers and Their Behavior “Analyze the characteristics, motivations, and behaviors of consumers.
r			-piracy	MKT 3-External Factors “Analyze the influence of external factors on marketing.
		-Generate a graphic organizer that illustrates revenue stream.	-royalty	MKT 5-Marketing Research “Analyze the role of marketing research in decision making.
			-product tie-in	ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy.
			-cross-promotion	
			-convergence	
			-synergy	
			-market research	
			-secondary research	
			-primary research	
			-observation method	
			-census	
			-sample	
			-psychographics	
			-product testing	
			-primary data	
			-trend	
			-secondary data	
			-qualitative research	
			-quantitative research	
			-respondent	
			-mall intercept	

- survey
- statistics
- observational research
- traffic count
- mystery shopper
- ethnography
- entertainment marketing
- media
- fad
- cross-selling
- leisure time
- return
- image
- merchandising
- revenue
- sponsorship

D Sports Marketing and the Entertainment Market

e								
	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
c	I. Why are athletes and celebrities used to influence brand loyalty in the industry?	-Types of advertising mediums used to entice consumers to attend a sporting or entertainment event.	Students will be able to:	-promotion				ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy.
e		-How athletes and entertainers use the media to promote themselves.	-Research current marketing trends in the industry.	-endorsement				ECO 5-Market Structures “Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
m	II. How does branding influence your buying decisions in the sports and entertainment industry?	-Product endorsements and how they are used.	-Assess different media approaches in the sports and entertainment industry.	-core product				ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
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e	III. How and why are product endorsements utilized in the fields of sports and entertainment?	-Different ways entertainment centers generate revenue.	-Research the product endorsements of famous athletes and entertainers and present the findings. -Compare the positive and negative images of current athletes and entertainers.	-revenue -piracy -royalty -product tie-in -cross-promotion -convergence -synergy -market research -secondary research -primary research -observation method -census -sample -psychographics -product testing -primary data -trend -secondary data -qualitative research	MKT 2-Consumers and Their Behavior “ Analyze the characteristics, motivations, and behaviors of consumers. MKT 5-Marketing Research “ Analyze the role of marketing research in decision making. MGT 8-Technology and Information Management “ Utilize information and technology tools to conduct business effectively and efficiently. LAW 5-Property Law “ Explain the legal rules that apply to personal property and real property. ENT 3-Economics “ Apply economic concepts when making decisions for an entrepreneurial venture. ENT 4-Finance “ Use the financial competencies needed by an entrepreneur. MGT 10-Financial Decision Making “ Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
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- quantitative research
- respondent
- mall intercept
- survey
- statistics
- observational research
- traffic count
- mystery shopper
- ethnography
- entertainment marketing
- media
- fad
- cross-selling
- leisure time
- return
- image
- merchandising
- revenue
- sponsorship

Sports and Entertainment
Marketing: From Past to
Present

Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
I. How has technology influenced the sports and entertainment industry?	-Connections between sports and entertainment. -How technology influences the sports and entertainment marketing industry.	Students will be able to: -Discuss why the sports and entertainment industry are considered leisure activities for the purpose of enjoyment.	-promotion -endorsement				ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy. ECO 5-Market Structures “Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
II. What type of sporting and entertainment venues have emerged over recent years.	-Name an athlete and an entertainer from the early 20th century.	-Differentiate between attending/viewing a sporting event or entertainment venue during the early 1900's to present.	-core product				ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

	<p>-Tickets and other products and services that the sports and entertainment marketers want to sell.</p>	<p>-Analyze the evolution of the sports and entertainment industry.</p>	<p>-ancillary product</p>	<p>FIN 5-Buying Goods and Services “ Apply a decision-making model to maximize consumer satisfaction when buying goods and services.</p>
<p>III. What is the future of the sports and entertainment industry?</p>		<p>-Generate revenue streams within the sports and entertainment industry.</p>	<p>-revenue</p> <p>-piracy</p> <p>-royalty</p> <p>-product tie-in</p> <p>-cross-promotion</p> <p>-convergence</p> <p>-synergy</p> <p>-risks</p> <p>-risk management</p> <p>-consumer loyalty</p> <p>-sponsorship</p> <p>-consumers</p> <p>-discretionary income</p> <p>-kinetoscope</p> <p>-vendors</p> <p>-product</p>	<p>MKT 2-Consumers and Their Behavior “ Analyze the characteristics, motivations, and behaviors of consumers.</p> <p>MKT 5-Marketing Research “ Analyze the role of marketing research in decision making.</p> <p>MGT 8-Technology and Information Management “ Utilize information and technology tools to conduct business effectively and efficiently.</p> <p>LAW 5-Property Law “ Explain the legal rules that apply to personal property and real property.</p> <p>ENT 3-Economics “ Apply economic concepts when making decisions for an entrepreneurial venture.</p> <p>ENT 4-Finance “ Use the financial competencies needed by an entrepreneur.</p> <p>MGT 10-Financial Decision Making “ Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.</p>

- sports consumer
- market segmentation
- sports products
- tangible products
- intangible product
- product line
- product mix
- concessions
- evergreens
- record clubs
- rack jobbers
- location-based entertainment
- impulse spending

J Sports and Entertainment
Marketing: From Past to
Present

J a n u a	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
	I. How has technology influenced the sports and entertainment industry?	-Connections between sports and entertainment. -How technology influences the sports and entertainment marketing industry.	Students will be able to: -Discuss why the sports and entertainment industry are considered leisure activities for the purpose of enjoyment.	-promotion -endorsement				ECO 4-Markets and Prices “ Analyze the role of markets and prices in the U.S. economy. MKT 1-Foundations of Marketing “ Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
a	II. What type of sporting and entertainment venues have emerged over recent years.	-Name an athlete and an entertainer from the early 20th century.	-Differentiate between attending/viewing a sporting event or entertainment venue during the early 1900's to present.	-core product				MKT 3-External Factors “ Analyze the influence of external factors on marketing.

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-Tickets and other products and services that the sports and entertainment marketers want to sell.

-Analyze the evolution of the sports and entertainment industry.

-ancillary product

MKT 4-The Marketing Mix “ Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

y **III. What is the future of the sports and entertainment industry?**

-Generate revenue streams within the sports and entertainment industry.

-revenue

MKT 5-Marketing Research “ Analyze the role of marketing research in decision making.

-piracy

MKT 6-The Marketing Plan “ Describe the elements, design, and purposes of a marketing plan.
COM 3-Technological Communication “ Use technology to enhance the effectiveness of communication.

-royalty

-product tie-in

ENT 2-Marketing “ Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

-cross-promotion

COM 2-Social Communication “ Apply basic social communication skills in personal and professional situations.

-convergence

-synergy

-risks

-risk management

-consumer loyalty

-sponsorship

-consumers

-discretionary

income

-kinetoscope

-vendors

-product

-sports consumer

-market

segmentation

-sports products

- tangible products
- intangible product
- product line
- product mix
- concessions
- evergreens
- record clubs
- rack jobbers
- location-based entertainment
- impulse spending

Intellectual Rights of the Sports and Entertainment Industry

Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
I. Why is legal protection essential in the sport and entertainment industry?	-The necessity of copyrights/trademarks in the sports and entertainment industry.	Students will be able to:	-copyright				ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy.
	-Revenue generation of the sports and entertainment industry from their intellectual property.	-Formulate why copyrights and trademarks are necessary in the industry.	-royalty				MKT 1-Foundations of Marketing “Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
II. Why are the letters "NFL" worth billions of dollars?	-Available residuals to an athlete or entertainer.	-Brainstorm ways that the sports and entertainment industry generate revenue.	-trademark				MKT 3-External Factors “Analyze the influence of external factors on marketing.
		-Create a list of the types of residuals that an athlete or entertainer can earn during his/her lifetime.	-brand identity				MKT 4-The Marketing Mix “Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
III. How does an athlete or entertainer make money during their career as well as their post-career?			-brand mark				MKT 5-Marketing Research “Analyze the role of marketing research in decision making.

MKT 6-The Marketing Plan
Describe the elements, design, and purposes of a marketing plan.

COM 3-Technological Communication
Use technology to enhance the effectiveness of communication.

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 " Use technology to enhance the effectiveness of communication.

ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

COM 2-Social Communication “Apply basic social communication skills in personal and professional situations.

COM 2-Social Communication “Apply basic social communication skills in personal and professional situations.”

	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
b	I. Why is legal protection essential in the sport and entertainment industry?	-The necessity of copyrights/trademarks in the sports and entertainment industry.	Students will be able to:	-copyright				MKT 5-Marketing Research “Analyze the role of marketing research in decision making.
r		-Revenue generation of the sports and entertainment industry from their intellectual property.	-Formulate why copyrights and trademarks are necessary in the industry.	-royalty				MKT 6-The Marketing Plan “Describe the elements, design, and purposes of a marketing plan.
u	II. Why are the letters "NFL" worth billions of dollars?	-Available residuals to an athlete or entertainer.	-Brainstorm ways that the sports and entertainment industry generate revenue.	-trademark				ECO 1-Allocation of Resources “Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

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b	I. Why is legal protection essential in the sport and entertainment industry?	-The necessity of copyrights/trademarks in the sports and entertainment industry.	Students will be able to:	-copyright	MKT 5-Marketing Research “ Analyze the role of marketing research in decision making.
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r	<p>-Revenue generation of the sports and entertainment industry from their intellectual property.</p>	<p>-Formulate why copyrights and trademarks are necessary in the industry.</p>	<p>-royalty</p>	<p>MKT 6-The Marketing Plan “Describe the elements, design, and purposes of a marketing plan.</p>
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u	<p>II. Why are the letters "NFL" worth billions of dollars?</p> <p>-Available residuals to an athlete or entertainer.</p>	<p>-Brainstorm ways that the sports and entertainment industry generate revenue.</p>	<p>-trademark</p>	<p>ECO 1-Allocation of Resources “Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.</p>
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-Create a list of the types of residuals that an athlete or entertainer can earn during his/her lifetime.

-brand identity

ENT 7-Global Markets “ Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

r III. How does an athlete or entertainer make money during their career as well as their post-career?

-brand mark

ENT 8-Legal “ Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

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-soundmark

MGT 3-Business Organization “ Analyze the organization of a business.

-motionmark

MKT 1-Foundations of Marketing “ Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
MKT 3-External Factors “ Analyze the influence of external factors on marketing.

-brand extension

MKT 4-The Marketing Mix “ Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

-intellectual property

-piracy

-bootlegged

Developing a Sports Franchise or Entertainment Event

Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
I. How can an individual purchase a sports franchise?	-What it means to be part of the Free Enterprise System? -Legal forms of business ownership.	Students will be able to: -Justify the importance of the Free Enterprise System.	-economics -GDP				MKT 5-Marketing Research “ Analyze the role of marketing research in decision making. MKT 6-The Marketing Plan “ Describe the elements, design, and purposes of a marketing plan.

II. What are the legal entities involved in starting a business in the sports and entertainment marketing industry?

-Costs involved in purchasing a sports or entertainment franchise.

-The necessity of a business plan in starting a business.

-Identify the types of legal ownership of a business.

-Estimate the costs needed to start a sports or entertainment franchise.

-Discuss what a business plan is and the importance of the plan to obtain financing.

-profit

-competition

-sole proprietorship

-partnership

-corporation

-Subchapter S corporation

-fiscal year

-business plan
-viability
-promotional plan

ECO 1-Allocation of Resources “
Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.

ENT 7-Global Markets “
Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.

ENT 8-Legal “
Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

MGT 3-Business Organization “
Analyze the organization of a business.

MKT 1-Foundations of Marketing “
Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

MKT 3-External Factors “
Analyze the influence of external factors on marketing.

MKT 4-The Marketing Mix “
Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

M Developing a Sports Franchise
or Entertainment Event

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	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources
r	I. How can an individual purchase a sports franchise?	-What it means to be part of the Free Enterprise System?	Students will be able to:	-economics			ECO 5-Market Structures â€” Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced.
c		-Legal forms of business ownership.	-Justify the importance of the Free Enterprise System.	-GDP			ENT 2-Marketing â€” Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
h	II. What are the legal entities involved in starting a business in the sports and entertainment marketing industry?	-Costs involved in purchasing a sports or entertainment franchise.	-Identify the types of legal ownership of a business.	-profit			ENT 7-Global Markets â€” Analyze the effect of cultural differences, export/import opportunities, and trends on an entrepreneurial venture in the global marketplace.
		-The necessity of a business plan in starting a business.	-Estimate the costs needed to start a sports or entertainment franchise.	-competition			MKT 1-Foundations of Marketing â€” Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
			-Discuss what a business plan is and the importance of the plan to obtain financing.	-sole proprietorship			MKT 2-Consumers and Their Behavior â€” Analyze the characteristics, motivations, and behaviors of consumers.
				-partnership			MKT 3-External Factors â€” Analyze the influence of external factors on marketing.
				-corporation			MKT 5-Marketing Research â€” Analyze the role of marketing research in decision making.
				-Subchapter S corporation			ECO 4-Markets and Prices â€” Analyze the role of markets and prices in the U.S. economy.
				-fiscal year			
				-business plan			
				-viability			
				-promotional plan			

A Developing a Sports Franchise
or Entertainment Event

p r i l	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
	I. How can an individual purchase a sports franchise?	-What it means to be part of the Free Enterprise System? -Legal forms of business ownership.	Students will be able to: -Justify the importance of the Free Enterprise System.	-economics -GDP				ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy. ECO 5-Market Structures “Analyze the different types of market structures and the effect they have on the price and the quality of the goods and services produced. ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
	II. What are the legal entities involved in starting a business in the sports and entertainment marketing industry?	-Costs involved in purchasing a sports or entertainment franchise. -The necessity of a business plan in starting a business.	-Identify the types of legal ownership of a business. -Estimate the costs needed to start a sports or entertainment franchise. -Discuss what a business plan is and the importance of the plan to obtain financing.	-profit -competition -sole proprietorship -partnership -corporation -Subchapter S corporation -fiscal year				FIN 5-Buying Goods and Services “Apply a decision-making model to maximize consumer satisfaction when buying goods and services. MKT 2-Consumers and Their Behavior “Analyze the characteristics, motivations, and behaviors of consumers. MKT 5-Marketing Research “Analyze the role of marketing research in decision making. MGT 8-Technology and Information Management “Utilize information and technology tools to conduct business effectively and efficiently. LAW 5-Property Law “Explain the legal rules that apply to personal property and real property. ENT 3-Economics “Apply economic concepts when making decisions for an entrepreneurial venture.

-business plan

-viability

-promotional plan

ENT 4-Finance “ Use the financial competencies needed by an entrepreneur.
MGT 10-Financial Decision Making “ Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.

Career Outlook in the Sports and Entertainment Industry

Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources	Standards
I. What career opportunities are available in the sports and entertainment marketing industry?	-Career opportunities available in the sports and entertainment industry.	Students will be able to:	-sports venues				MGT 10-Financial Decision Making “ Analyze financial data influenced by internal and external factors in order to make short-term and long-term decisions.
	-Skills needed to pursue a career in the sports and entertainment industry.	-Investigate and assess the careers that are available in the sports and entertainment industry.	-sports agencies				MGT 8-Technology and Information Management “ Utilize information and technology tools to conduct business effectively and efficiently.
II. What would be the educational plan for pursuing a career in the industry?	-Preparing for a career in the sports and entertainment industry.	-Justify the skills needed for a career in the sports and entertainment industry.	-internship				
	-Colleges that offer a degree in sports marketing and entertainment marketing.	-Determine the types of courses needed to pursue. -Develop personal interests and activities that support a career in the sports and entertainment industry. -Investigate post-secondary opportunities in the sports and entertainment industry.	-networking				

M Career Outlook in the Sports
and Entertainment Industry

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	Essential Questions	Content	Knowledge and Skills	Vocabulary	Assessments	Lessons	Resources
y	I. What career opportunities are available in the sports and entertainment marketing industry?	-Career opportunities available in the sports and entertainment industry. -Skills needed to pursue a career in the sports and entertainment industry.	Students will be able to: -Investigate and assess the careers that are available in the sports and entertainment industry.	-sports venues -sports agencies			ECO 4-Markets and Prices “Analyze the role of markets and prices in the U.S. economy. MKT 1-Foundations of Marketing “Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. MKT 3-External Factors “Analyze the influence of external factors on marketing.
	II. What would be the educational plan for pursuing a career in the industry?	-Preparing for a career in the sports and entertainment industry. -Colleges that offer a degree in sports marketing and entertainment marketing.	-Justify the skills needed for a career in the sports and entertainment industry. -Determine the types of courses needed to pursue. -Develop personal interests and activities that support a career in the sports and entertainment industry. -Investigate post-secondary opportunities in the sports and entertainment industry.	-internship -networking			MKT 4-The Marketing Mix “Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. MKT 5-Marketing Research “Analyze the role of marketing research in decision making. MKT 6-The Marketing Plan “Describe the elements, design, and purposes of a marketing plan. COM 3-Technological Communication “Use technology to enhance the effectiveness of communication. ENT 2-Marketing “Analyze customer groups and develop a plan to identify, reach, and keep c