



<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative & Summative Assessments</i>
<p><i>The World of Sports and Entertainment Marketing</i> <i>(Week 1, 3 Weeks)</i></p>	<p>What is Marketing? What is Sports and Entertainment Marketing and why is it important in a global economy? What are the Core Standards of Marketing?</p>	<p>Students will: 1) gain an understanding of basic marketing concepts and terminology as they pertain to the sports and entertainment industry; and 2) identify the reasons a sports/entertainment property would have need to incorporate marketing into their business plan and some common marketing activities that would be utilized.</p>	<p>Students will be able to identify the core standards of marketing and the concepts, functions, and practices of marketing as it pertains to the sports and entertainment industry.</p>	<p>Marketing Market Producer Consumer Exchange the "Marketing Concept" Core Standards of Marketing: -Channel Management, -Marketing-Information Management -Market Planning -Pricing -Product/Service Management (make sure to cover branding) -Promotion the Marketing of sports/entertainment "Star Power" Peak/High Season "Off" Season World Premier Opening night/week Press Conference "Midnight Madness" events</p>	<p>Unit Exam Summative: Test: Common</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>The Event Triangle (Week 3, 1 Week)</p>	<p>What is the "Event Triangle" and why is it important in sports and entertainment marketing? Is each leg of the triangle less important, as important, or more important than the other(s)?</p>	<p>Students will be able to identify and define the "event triangle" and identify its various components (event, sponsor, and fan) and their inter-relatedness.</p>	<p>Students will be able to describe the "event triangle" and identify its three sides and summarize the exchanges in the event triangle: -Fans to Sponsors & Event -Sponsors to Event & Fans -Event to Fans & Sponsor</p>	<p>Event Triangle: Fans Sponsors Events Exchange</p>	
<p>Event Marketing (Week 4, 2 Weeks)</p>	<p>What is event marketing? What are some marketing components applicable to all events? How does a sponsoring entity evaluate whether and event was successful or not? What are some of the different evaluations used to gauge success of an event?</p>	<p>Students will: 1) gain a greater understanding of the event component of the "event triangle"; 2) assess the importance of event marketing in the sports and entertainment industry; and 3) discuss and review means for evaluating the success of an event.</p>	<p>Students will be able to: 1) identify and describe the key components of an event; and 2) gauge the success of an event through evaluations.</p>	<p>Event component of the "Event Triangle" Event Marketing Venue Sportscape -aesthetics -music -color -smells -lighting -motion -parking -fan comfort -signage -sponsor events -venue themes (whiteouts/blackouts, disco night, etc.) Ticketing/Seating -ticket categories/pricing -service fees -distributor (wholesaler, retailer, "Middle Man") -scalping -packages -season tickets -luxury boxes</p>	<p>Unit Exam Summative: Test: Common</p> <p>Event Planning Group Project Formative: Performance: Authentic Task</p> <p>Plan a Tournament</p>

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				<ul style="list-style-type: none"> -Personal Seat License (PSL) Gate (receipts) Ancillary Events Ratings Revenue Sharing Media Receipt Concessions Merchandising (retailer) Event Staffing Event Training Event marketing evaluations -SWOT analysis -ROI -ticket sales -fan reaction -consumer surveys -venue (capacity/perceived crowding) 	

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<p>Corporate Sponsors (Week 6, 2 Weeks)</p>	<p>Why would a company choose to be involved in an event or sports property and what are some goals of corporate sponsorship? What is event exclusivity and why would this be important in terms of corporate sponsorship? What is “ambush marketing” and how and why is it used? What is its appeal and are there ethical considerations? How do sponsors leverage sponsorship to maximize investments? What are some sponsorship goals & objectives? What is borrowed equity and why would it be deemed important in sponsorship? What is a SWOT analysis and how is it utilized in analyzing a corporate sponsorship? What is an evaluation application how is it utilized in analyzing a corporate sponsorship? What are some other ways of measuring the success of sponsorship?</p>	<p>Students will assess the role of corporate partners (sponsors) in sports and entertainment marketing and understand the concept of marketing <i>through</i> sports and/or entertainment.</p>	<p>Students should be able to identify and understand why businesses would sponsor a sports and/or entertainment property including determining sponsorship goals & objectives.</p>	<p>Marketing <i>through</i> Sports and/or Entertainment Sponsorship Corporate Partners/Sponsors -direct -indirect Sponsorship Goals -Increase Sales -Increase Awareness -Be Competitive -Reach the Target Market -Build Customer Relationship -Develop Image Event Exclusivity “Ambush Marketing” Sponsorship Leveraging Results Driven Marketing (RDM) -tangible -intangible Borrowed equity SWOT analysis Evaluation application Return on Investment (ROI)</p>	<p>Sponsorship Research Project Formative: Oral: Oral Report Students will research a sponsorship agreement between two entities providing specific details such as target market(s), promotions and advertising, signage, merchandising tie-ins, financial considerations, evaluations and success or lack thereof, etc.</p> <p>Unit Exam Summative: Test: Common</p>
<p>The Role of Fans</p>	<p>Why do fans attend sporting and other</p>	<p>Students will gain a greater understanding of the fans' role in sports and</p>	<p>Students will be able to: 1) explain and evaluate fan attendance factors; 2) compare and contrast audience, consumers, and</p>	<p>Entertainment/Divers ion</p>	<p>Who are the Fans?</p>

Unit (Week 8, 2 Weeks)	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Authentic Assessments Task
	<p>entertainment events such as concerts or races? What are factors that influence a fans attendance at sporting and/or entertainment events? What is the difference between professional and amateur sports? How do sports and entertainment marketers use venues as a way of selling their product to fans? In what ways is media used to distribute sports and entertainment events?</p>	<p>entertainment marketing and particularly the "event triangle."</p>	<p>customers; 3) identify fans as valuable target markets based on Market Segmentation -Demographic Segmentation -Psychographic Segmentation -Geographic Segmentation -Behavioral Segmentation (provide specific details such as seat location, frequency of visits, merchandise purchases, social engagement, and arrival time); 4) recognize different ways that fans can be part of an audience; 5) explain venues (stadiums, concert halls, theaters, etc.) as places of distribution; and 5) explain media distribution and ways to be involved in events.</p>	<p>Spectator Sports (Amateur vs. Professional) Participant Sports Fan(s) Fan attendance factors: Sports Teams Success, Star Power, Loyalty, Pricing, etc. Audience Consumers Customers Market(s) Target Market(s) Target Marketing Market Segmentation: -Demographic Segmentation -Psychographic Segmentation -Geographic Segmentation -Behavioral Segmentation (rate of use/frequency of visits, merchandise purchases, social engagement, and arrival time' etc.) Distribution In-Person Attendance Fan-Fun Events Media (TV, Radio, Internet) Media Distribution (pay-per-view, downloads, etc.) Consumer Media Purchases (DIRECTV, Satellite, Pay-Per-View)</p>	<p>Students will develop a chart illustrating the different fans for various sports/entertainment, distinguishing them in terms of being customers and/or consumers based on demographics, psychographics, geographics, and behavioral segmentation (rate of use).</p> <p>Unit Exam Summative: Test: Common</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>The Entertainment Industry (Week 10, 2 Weeks)</p>	<p>What types of entertainment appeal to different people? What are some different types of entertainment that people are willing to pay for? How do the various segments of the entertainment industry market themselves? How are types of entertainment distributed to their target markets? How do different entertainment awards (Grammy, Tony Awards, Academy Awards [the Oscars] etc.) affect the demand of various forms of entertainment and how do marketers leverage these awards in their marketing efforts?</p>	<p>Students will understand how basic marketing components are utilized within the entertainment industry (music, movies, plays, and the fine arts.)</p>	<p>Students will be able to explain the promotional strategies for motion pictures, music, plays and the fine arts such as those found in museums, centers for performing arts, as well as traveling exhibitions. Students will be able to describe channel management (distribution) for various segments of the entertainment industry: (movies, plays, music, and the fine arts Students will understand how revenue (\$) is generated in the arts (movies, plays, music, and the fine arts) and the various factors which affect revenue generation</p>	<p>Venues (stadiums, concert halls, theaters, etc.) as places of distribution.</p> <p>Marketing Techniques Promotion Promotional Strategies Promotional Campaigns NY Theater District (Broadway) Fine Arts (symphony, plays, ballet, museums, traveling exhibits, etc.) Chanel Management (distribution) Revenue Revenue Generation Revenue Sharing Movie Studios "Star Power" Fan Base Sequels Entertainment Awards (Grammy, Tony Awards, Academy Awards [the Oscars] etc.)</p>	<p>Top Grossing Movies Formative: Performance: Authentic Task Students will research the top grossing movies last year and report their findings.</p> <p>On Broadway Formative: Performance: Authentic Task Students will do research on New York's theater district (Broadway) including this year's hottest plays and report their findings.</p> <p>and the Oscar goes to... Formative: Performance: Authentic Task Students will research entertainment</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments <small>awards (Grammy, Tony Awards Academy)</small>
<p>Promotional Campaigns (Week 12, 1 Week)</p>	<p>What is a marketing promotion? What is the role of promotion in sports/entertainment marketing? What are some basics components of promotional mix? What are some different types of media used in advertising and what are the advantages as well as limitations of each? What type of promotional mix strategy might a corporate sponsor use for a sports marketing event/property? How would one go about designing a promotional mix strategy for an event/property? What is a Promotion Plan and how would you go about designing one for a sports event or venue?</p>	<p>Students will discover the importance and elements used in developing a sports and/or entertainment marketing promotion campaign.</p>	<p>Students will be able to: 1) identify the roles and goals of promotion; 2) define promotional mix and identify its components (advertising, public relations, personal selling, and sales promotion); 3) understand how the elements of promotional mix are integrated to form a promotional campaign; 4) define and identify examples of social media, print media, broadcast media, direct mail, outdoor, and specialty media; 5) define and understand an advertising schedule; and 6) develop a promotional plan for a sporting/entertainment event or property including: -promotions and advertising used to promote the event/property to fans -personal selling efforts.</p>	<p>Promotion Promotional Mix -advertising -publicity -personal selling -sales promotion (contests, sales events, premiums, free samples, etc.) Print Media -newspapers -magazines -Yellow Pages -direct Mail -coupons -outdoor advertising (billboards and transit advertising) -ambient advertising Broadcast Media -radio -television -internet -e-mail -cinema -social media - sports/entertainment websites -blogs Specialty Media Promotional Strategies</p>	<p>Promotion Plan Formative: Performance: Authentic Task Students will design a Promotional Plan for a concert, performance, exhibit, or sports event to be held in your city. Example: the Volleyball Tournament outlined previously. Note: this assignment fulfills the required performance objectives for the course which is outlined below: Target Market Identification</p>

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
				Promotional Plan Group/season sales campaigns Visual Merchandising Venue Advertising In-game give-aways Retailer Promotional Tie-ins Promotional Planning Considerations -media selection -budget/budgeting considerations (competitive parity, percentage of sales, objective and task) -advertising plan -press/news release - tv storyboard -radio script -internet/e-Commerce advertising -advertising schedule -ad layout -commercials -venue advertising Evaluations Performance indicators	(who are we trying to reach) Strategies (what do we wish to accomplish) Scheduling (when-time frame) Implementation (how) Evaluation Summary and at least five (5) of the following twelve (12) elements <ul style="list-style-type: none"> • In-Game Give Away • Sports Website/Sports BLOG Ad • Print Ad – Newspaper/Magazine/Direct Mail • Outdoor/Transit Advertisement • Venue Advertisement • Group/Season Sales Campaign • Press Release/News Release • Advertising Schedule (including rates)

<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	Formative & Summative Assessments • TV Storyboard • Radio Script • Internet/e-
					Commerce Advertisement • Retailer Promotion Unit Exam Summative: Test: Common Unit Exam
Sports/Entertainment Marketing Plan <i>(Week 13, 5 Weeks)</i>	What is a Sports/Entertainment Marketing Plan? What are the components of a Sports/Entertainment Marketing Plan? How does one develop a Sports/Entertainment Marketing Plan?	Students will discover the processes used in developing a sports/entertainment marketing plan.	Students will be able to prepare a sports marketing plan for a team or event. They should be able to identify and explain all of the following required marketing plan components: - Executive Summary - Introduction - Situation Analysis - Target Market Identification - Goals - Strategies - Implementation - Evaluation	Sports/Entertainment Marketing Plan - Executive Summary - Introduction - Situation Analysis - Target Market Identification - Goals - Strategies - Implementation - Evaluation	Sports Marketing Plan Formative: Performance: Authentic Task Unit Exam Summative: Test: Common

Unit	Essential Questions	Content	Skills	Vocabulary	Formative & Summative Assessments
<p>Career Opportunities (Week 17, 1 Week)</p> <p>State Exam Review and Exam (Week 18, 1 Week)</p>	<p>What are some of the jobs/careers within the sports and entertainment industry?</p> <p>What knowledge/skill sets are needed for specific jobs within the sports and entertainment marketing field?</p> <p>What is the preparation necessary for a career in the sports and entertainment marketing field?</p>	<p>Students will explore career opportunities in sports and entertainment marketing.</p>	<p>Students will: 1) identify some different jobs and describe the training needed to secure an entry-level position in the sports and/or entertainment marketing; 2) describe the knowledge/skill sets needed for specific jobs within the sports and entertainment marketing field; and 3) describe the preparation necessary for a career in the sports and entertainment marketing field.</p>	<p>Technical Skills Soft Skills Networking Employment Portfolio - Job Application - Resume - Cover Letter - Thank-you letter - Interviewing Skills Dress for Success</p>	<p>Employment Portfolio Formative: Project: Personal Students will create a personal employment portfolio including a customized resume, a cover letter, a thank-you letter, and a key points checklist to consider during a job interview.</p>

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