



Leonia School District

Sports and Entertainment Marketing

Grades 11-12

Sports and Entertainment Marketing (622)

The mission of this course is to enable students to understand and apply advanced marketing principles as they relate to sports and entertainment marketing; to make rational economic decisions; to read, write, speak and view critically, strategically and creatively; and to exhibit social responsibility. Marketing is a process that has allowed the economy of the United States to be one of the most successful in the world. Sports and entertainment marketing are two of the fastest growing fields in America. Fans and companies spend billions of dollars each year on sports. This course takes the student on a step-by-step journey through the world of sports and entertainment marketing. Basic operations of marketing learned in prerequisite courses are applied to sports and entertainment. A computer simulation offers students the opportunity to manage a stadium. College programs offering related majors also will be investigated. Students will be expected to develop an extensive DECA written project compliant with National DECA guidelines. These projects include community service, public relations, financial literacy, entrepreneurship, and market research.

Pacing Guide

Time Frame	Unit Title
Week 1-2	Impact of Sports and Entertainment Market
Week 3-4	Virtual Sports Stadium Pricing and Staffing
Week 5-6	Managing Stadium Admission and Parking
Week 7-8	Managing Concessions and Sponsorships
Week 9-10	Promotion
Week 11-12	Picking and Promoting a Band
Week 13-24	DECA Competitive Written Events
Week 25-31	College Sports NCAA and March Madness
Week 32-38	Entertainment Management

Born on:

Board Approved:

Readopted:

Unit 1 - Impact of Sports and Entertainment Market

Goals/Objectives of Unit:

- The economic impact of sports and entertainment.
- Sports and Entertainment marketers use various tools to sell their products.
- The economic impact of sports marketing.

Core Instructional Resources/Materials:

Students participate in “Case Study” activities
Students take the Virtual Sports pre-test and view the tutorial

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Hospitality & Tourism Career Cluster ®

Recreation, Amusements & Attractions (HT-REC)

9.3.HT-REC.9 Develop marketing strategies for recreation, amusement and attractions venues.

9.3.HT-REC.11 Compare and contrast various types of recreation, amusement and attraction venues.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Marketing Management (MK-MGT)

9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.

Unit 2 - Virtual Sports Stadium Pricing and Staffing

Goals/Objectives of Unit:

- There is a direct relationship between price and demand.

Core Instructional Resources/Materials:

reading assignment is completed
reading and math quizzes
ticket pricing and staffing simulation completed

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Hospitality & Tourism Career Cluster ®

Career Cluster® : Hospitality & Tourism (HT)

9.3.HT.1 Describe the key components of marketing and promoting hospitality and tourism products and services.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing.

9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

Marketing Management (MK-MGT)

9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers’ perceptions of value.

Unit 3 - Managing Stadium Admission and Parking

Goals/Objectives of Unit:

- Proper staffing will influence customer satisfaction and profitability when managing a sports venue.
- That too few staff members will have a negative effect on customer satisfaction
- That too many staff members will negatively affect profitability
- How to read an income statement and analyze their revenue

Core Instructional Resources/Materials:

reading assignment is completed
reading and math quizzes
ticket pricing and staffing simulation completed

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Business Management And Administration Career Cluster ®
Career Cluster®: Business Management And Administration (BM)

9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.

9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.

9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.

General Management (BM-MGT)

9.3.12.BM-MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

9.3.12.BM-MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

9.3.12.BM-MGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.

Human Resources Management (BM-HR)

9.3.12.BM-HR.4 Plan, monitor and manage the use of financial and human resources to ensure a business's financial wellbeing.

9.3.12.BM-HR.6 Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment.

Operations Management (BM-OP)

9.3.12.BM-OP.4 Plan, monitor and manage day-to-day business activities to maintain and improve operational functions

Unit 4 - Managing Concessions and Sponsorships

Goals/Objectives of Unit:

- Concessions are big business for stadium owners.
- Sponsors provide a huge value to stadium owners

Core Instructional Resources/Materials:

reading assignment is completed
reading and math quizzes
ticket pricing and staffing simulation completed

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Hospitality & Tourism Career Cluster ®

Restaurants & Food/ Beverage Services (HT-RFB)

9.3.HT-RFB.5 Research costs, pricing, market demands and marketing strategies to manage profitability in food and beverage service facilities.

9.3.HT-RFB.8 Implement standard operating procedures related to food and beverage production and guest service.

9.3 – Career & Technical Education (CTE): Manufacturing Career Cluster ®

Logistics & Inventory Control (MN-LOG)

9.3.MN-LOG.4 Manage inventory using logistics and control processes and procedures.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.

9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management (MK-MGT)

9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.

9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

Unit 5 - Promotion

Goals/Objectives of Unit:

- Promotion is an important element of a stadium's marketing mix.
- how to formulate a promotional campaign
- how to create a promotional strategy using social and traditional media

Core Instructional Resources/Materials:

reading assignment is completed
reading and math quizzes
ticket pricing and staffing simulation completed

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.

9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management (MK-MGT)

- 9.3.MK-MGT.4 Access, evaluate and disseminate information to aid in making marketing management decisions.
- 9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
- 9.3.MK-MGT.7 Communicate information about products, services, images and/or ideas.

Marketing Research (MK-RES)

- 9.3.MK-RES.1 Plan, organize and manage day-to-day marketing research activities.
- 9.3.MK-RES.2 Design and conduct research activities to facilitate marketing business decisions.
- 9.3.MK-RES.3 Use information systems and tools to make marketing research decisions.

Unit 6 - Picking and Promoting a Band

Goals/Objectives of Unit:

- the logistics of booking large acts.
- the economics of stadium shows.
- ways stadiums can continue to attract large acts.

Core Instructional Resources/Materials:

reading assignment is completed
reading and math quizzes
ticket pricing and staffing simulation completed

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Hospitality & Tourism Career Cluster ®

Recreation, Amusements & Attractions (HT-REC)

9.3.HT-REC.3 Determine the maintenance and technology needs for various recreation, amusement and attraction venues.

9.3.HT-REC.7 Compare different ticket sales options to maximize revenue for recreation, amusement and attraction venues.

Travel & Tourism (HT-TT)

9.3.HT-TT.1 Apply information about time zones, seasons and domestic and international maps to create or enhance travel.

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management (MK-MGT)

9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.

9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.

9.3.MK-MGT.5 Determine and adjust prices to maximize return and meet customers' perceptions of value.

9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

Unit 7 - DECA Competitive Written Events

Goals/Objectives of Unit: Students will learn the knowledge and skills needed by management personnel when they prepare DECA's Business Operations Research Events.	Core Instructional Resources/Materials: Students will select an event; research and plan according to topic; write, proofread, edit, revise and present their paper. Students will prepare, practice and present their oral presentation. Students will select the format for their 15-minute presentation. Digital media, presentation board or flip chart are options. How to plan and execute one of the following DECA Written Events.: -Business Operations Research Events -Chapter Projects -Business Management and Entrepreneurship Events
<u>NJ-Student Learning Standards:</u> 9.3 – Career & Technical Education (CTE): Marketing Career Cluster ® Career Cluster® : Marketing (MK) 9.3.MK.1 Describe the impact of economics, economics systems and entrepreneurship on marketing. 9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan. Marketing Communications (MK-COM) 9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications. 9.3.MK-COM.3 Access, evaluate and disseminate information to enhance marketing decision-making processes. 9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.	

Unit 8 - College Sports NCAA and March Madness

Goals/Objectives of Unit: - How are the 4 P's of the marketing mix applied to college sports? - How did college sports become a multi-billion dollar industry? - What benefits do colleges and universities see by competing in the March Madness tournament?	Core Instructional Resources/Materials: Students participate in "Case Study" activities Students participate in group discussions on current topics as they relate to the each lesson Videos and presentations on the NCAA
<u>NJ-Student Learning Standards:</u> 9.3 – Career & Technical Education (CTE): Hospitality & Tourism Career Cluster ® Recreation, Amusements & Attractions (HT-REC) 9.3.HT-REC.1 Describe career opportunities in the Recreation, Amusements & Attractions Career Pathway. 9.3.HT-REC.9 Develop marketing strategies for recreation, amusement and attractions venues. 9.3.HT-REC.10 Analyze the merchandising, program and product potential for different recreation, amusement and attraction venues. 9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®	

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

Unit 9 - Entertainment Management

Goals/Objectives of Unit:

- The economic impact of the entertainment industry and its many facets
- Sports and Entertainment marketers use various tools to sell their products.
- The economic impact of entertainment marketing and management
- The 4 P's and how they relate to entertainment marketing

Core Instructional Resources/Materials:

Plan a music tour for a selected group of musical artists

NJ-Student Learning Standards:

9.3 – Career & Technical Education (CTE): Marketing Career Cluster ®

Career Cluster® : Marketing (MK)

9.3.MK.2 Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

9.3.MK.3 Plan, monitor, manage and maintain the use of financial resources for marketing activities.

9.3.MK.7 Determine and adjust prices to maximize return while maintaining customer perception of value.

9.3.MK.8 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

9.3.MK.9 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

9.3.MK.10 Use marketing strategies and processes to determine and meet client needs and wants.

Marketing Communications (MK-COM)

9.3.MK-COM.1 Apply techniques and strategies to convey ideas and information through marketing communications.

9.3.MK-COM.2 Plan, manage and monitor day-to-day activities of marketing communications operations.

9.3.MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

9.3.MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management (MK-MGT)

9.3.MK-MGT.1 Plan, organize and lead marketing staff to achieve business goals.

9.3.MK-MGT.3 Plan, manage and organize to meet the requirements of the marketing plan.

9.3.MK-MGT.6 Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

Merchandising (MK-MER)

9.3.MK-MER.1 Plan, organize and lead merchandising staff to enhance selling and merchandising skills.

9.3.MK-MER.6 Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.

General Assessments (may include but not limited to):

Possible Summative Assessment:

- Content vocabulary
- Students are tested on concepts in this unit
- Students participate in group discussions on current topics as they relate to the each lesson

Optional Daily Assessment:

- Exit ticket/survey (game/web-based: [Kahoot!](#), [Pear Deck](#), [EdPuzzle](#), [Plickers](#), [Quizizz](#), [FlipGrid](#), Google Suite)
- Reflection/self-assessment tool

	• Graphic organizers • Anecdotal notes/teacher observations
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