

Day 1 (intro to the class)

-Attendance

-Get them in their assigned seats

LEARNING TARGET: Understand procedures and structure of this class

-no syllabus, go over procedures including:

-Cell phones only out with permission or tech breaks (no tech breaks Mondays)

-only one person out of the room at a time

-I will not talk over the class, do not speak when I'm talking

-Explain keyboarding online, will warm up with it the first 10 mins of class daily

-Intro to the class, talk about what the class will consist of, pass out syllabus, go over it and talk about class expectations, explain what we will learn in this class

-Show PowerPoint about myself, it includes about me, have students each tell me one thing about themselves, and play the logo game

<https://www.youtube.com/watch?v=HPI3Vr3bLDY>

-Show this intro to economics video, it's an intro into what economics is

-Pass out person to person scavenger hunt, give them 15 minutes, then go over answers with the class and see what we find

-Set up Google classroom if we have the time, get the code for them and make sure they can all get it

-If there is still extra time, get bell ringers set up on google classroom and explain how to do it, write the date for each day, the question, and a complete answer for each day

Day 2 (Intro to marketing, 4ps & target market)

-Attendance/ bell ringer

LEARNING TARGET: I can understand the 4p's of marketing and target markets

-Show them my intro to marketing presentation; it has some videos built into it

-Complete the assignment we all scramble for ice cream!

-Make sure copies of the assignment are printed out or posted

[https://alex.state.al.us/uploads/24824/WE_ALL_SCREAM_FOR_ICE_CREAM_\(Marketing_Mix_Project\)\[1\].doc](https://alex.state.al.us/uploads/24824/WE_ALL_SCREAM_FOR_ICE_CREAM_(Marketing_Mix_Project)[1].doc)

-This is a link to the assignment if I need it

-The turn in their work when they are finished

Day 3 (do a SWOT analysis and teach them what this is?)

-Attendance/bell ringer

Learning target: I can learn what a SWOT analysis is and create my own SWOT analysis

https://www.youtube.com/watch?v=I7CT8Ox_Gcg&t=57s

-Show this video on a SWOT analysis for Tesla, it is 12 mins and really detailed

-Write SWOT on the board and what each letter stands for, explain these are done to analyze a business or brand in marketing and then make recommendations based off of these

-Have them create a SWOT analysis for a sports/entertainment related brand on Word, use a table for 4 boxes, it must include color and a nice heading. It needs information they find from research, they need

to list 5 sources below SWOT they used to find information. Post my example to show them, I created one on Gatorade

Day (4) Start diving into sports marketing stuff today

-Attendance/bell ringer

LEARNING TARGET: I can increase my understanding of the history of sports and entertainment marketing

-Show history of SEM marketing PPT saved to my folder

-Do lesson 1.3 broadcast ratings worksheet (Should be pretty fast) **PRINT COPIES**

-Go over answers with them

-Do some sort of sports marketing lesson before kahoot and add some of that information to it

-Play a Kahoot (it's called duplicate of marketing terms and should be saved with my other Kahoots), just goes over basic marketing things we have learned so far

KAHOOT NEEDS EDITED STILL

-If there is any extra time, find a Kahoot on sports logos and play it!

Day 5 (Start talking about fantasy sports)

-Attendance/bell ringer

LEARNING TARGET: I can gain a basic understand of fantasy sports

Bell ringer: What is fantasy sports and how do companies make money off it? Find the profit amount for one company providing fantasy sports services

-Give an intro of some kind and explain what fantasy sports are and how they work

<https://draftwizard.fantasypros.com/football/mock-draft-simulator/>

-Do this mock draft simulator for fun to give them an idea how Fantasy drafts work, show them a little on the projector and explain how many people they need at each position, etc..

-Explain how scoring works in fantasy football before we practice scoring sheet

-Do ESPN fantasy sports worksheet to help them learn how scoring works in fantasy football (skip the chart on the last page or come up with a way to give them information to complete that)

-Give a small quiz on what we have learned so far? If so, make quiz

Day 6 *NOT COMPLETE

-Attendance/bell ringer

-LEARNING TARGET: I can gain an understand of how revenue is generated in sports

Maybe a lesson here on how professional sports leagues make money?

-Start playing virtual business for sports and see if they can make money, demo it on the projector

-PRACTICE VIRTUAL BUSINESS AHEAD OF TIME AND GET IT SET UP!

-lead into 30 for 30 USFL (Small potatoes) next lesson

Day 7

-Attendance/bell ringer

Bell ringer: What famous businessman once owned the New Jersey generals of the USFL? How did his ownership affect the league?

LEARNING TARGET: I can understand why the USFL failed

-Show the movie small potatoes (USFL 30 for 30) 51 mins

- Have them fill out the worksheet while they watch the video (it is created, make sure copies are made)
- Spend some time after the video completing the reflection questions and discussing as a class, then have them turn it in for points

Day 8

- Attendance/bell ringer

Bell ringer: What are the top five universities in terms of athletic department revenue? List the schools and how much they earn

LEARNING TARGET: I can research and interpret data related to revenue for college athletic departments

- Complete the video from yesterday, if it is already done talk about it and have a little discussion

https://www.youtube.com/watch?v=ubqGb4_iJMI

- Show this video on the business of march madness and college athletes getting paid

<https://sports.usatoday.com/ncaa/finances>

- Use this site as the source to gather data

- Upload my example called "College Athletics Revenue" show it to them on the projector, show them how to do it on Excel, tell them not to use Google slides, also upload the directions

- Create study guide for the test and post it

Day 9 *NOT COMPLETE

- Attendance/bell ringer

Bell ringer: After seeing revenue for college athletics, do you think college athletes should be paid?

Explain why or why not

LEARNING TARGET: I can review and prepare for test #1

- Post the analysis questions to answer about the data the gathered yesterday for college athletics revenue, post them on Google Classroom and after they have time to complete them use the wheel of misfortune to go over the answers and discuss why some schools make more or less money

- Create a Kahoot to review for the test (Call it sports marketing #2)

Day 10 *NOT COMPLETE

- Attendance/bell ringer

Bell ringer:

LEARNING TARGET: I can demonstrate my learning by successfully completing the first test for this class

- Provide 10 minutes of review time before we start the test

- Do test #1 for sports marketing, make sure to create the test and have it ready (Make bonus question about sports revenue from that website on college revenue)

- Need an activity for after the test is complete

Day 11 (Start on branding/licensing/promotion) *NOT COMPLETE

Attendance/Bell ringer

Bell ringer:

Learning Target: I can complete an online sports marketing scavenger hunt!

- Some sort of branding/licensing video or activity before scavenger hunt

- Pass out a copy of online sports marketing scavenger hunt and have them complete this (Make sure copies are made)

Day 12 NOT COMPLETE

Attendance/bell ringer

Bell Ringer:

<https://www.youtube.com/watch?v=ohvjLTznH48>

- Show this video about 10 cent beer night, explain how it was a promotion, make a t-chart on the board with the positives and negatives of this promotion idea
- Work on some vocabulary for sports & entertainment promotion, maybe modify mr. U's "Sports and Entertain promotions vocab" worksheet

Day 13 *NOT COMPELTE

Attendance/Bell Ringer

Bell Ringer:

-Do A Kahoot on sports promotions, create one if needed!

Do Mr. U's "Sports Promotion Planning Activity" and modify it to fit my own needs better first

-They will likely need more than just a day for this

Day 13

Attendance/bell ringer

Bell Ringer: Where was the movie "The Sandlot" supposed to be in according to the story line? Where was it actually filmed?

-Show the movie the Sandlot and pass out the worksheet related to the movie for them to fill out during it