

SUBJECT: Sports and Entertainment Marketing		GRADE: 10 th – 12 th	
Unit Title: What is Sports and Entertainment Marketing?			
UNIT OVERVIEW			
In this unit students will learn the basic overview of Marketing. The students will learn about the Marketing Mix, Discretionary Income, and Demographics and how these play a key role throughout the course.			
LRG SKILLS AND DISPOSITIONS		PA STANDARDS	
Vacation Project - Honesty, Integrity, and Responsibility (D3C)		3.7.10 C-D 1.1.11 D-F 1.2.11 A 1.4.11 B-C 1.6.11 A D-E 1.8.11 A-B-C	
COMPETENCIES		LEARNING TARGETS	
I can apply sports and entertainment marketing concepts.		<ul style="list-style-type: none">• I can Describe the basic concepts of marketing. K1BEA7G1• I can Summarize the seven core standards of marketing and finance. K1BEA7G1• I can Define sports marketing. K1BEA7G1• I can Explain the value of sports marketing. K1BEA7G1• I can Define Entertainment. K1BEA7G1• I can Describe the evolution of entertainment marketing. K1BEA7G1	

- I can Design marketing through a time Project. K1BEA7G1
- I can Create an individual marketing campaign. K1BEA7G5

SUBJECT: Sports and Entertainment Marketing		GRADE: 10th – 12th
Unit Title: How can we put the Customer First?		
UNIT OVERVIEW		
In this unit students will learn the importance of putting the customer first in every business decision. The students will learn about the target market, comparative advantage, and value based culture and how these are keys to a successful business.		
LRG SKILLS AND DISPOSITIONS	PA STANDARDS	
	3.7.10 C-D 1.1.11 D-F 1.2.11 A 1.4.11 B-C 1.6.11 A D-E 1.8.11 A-B-C	
COMPETENCIES	LEARNING TARGETS	
I can explain the importance of putting the customer first in business marketing.	<ul style="list-style-type: none">● I can Explain the central focus of the marketing concept. K1BEA7G1● I can Explain the reason for increased sports and entertainment options. K1BEA7G2● I can Summarize the importance of understanding buyer behavior when making marketing decisions. K1BEA7G2● I can List and Describe means of collecting marketing information for use in decision making. K1BEA7G2	

	<ul style="list-style-type: none"> • I can Formulate reasons why a company chooses a target market and market segment. K1BEA7G1 • I can Summarize how businesses use market segmentation. K1BEA7G1 • I can create a persuasive marketing poster. K1BEA7G3 • I can design a persuasive print advertisement. K1BEA7G3
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SUBJECT: Sports and Entertainment Marketing GRADE: 10th – 12th	
Unit Title: How can you Promote Professional Sports?	
UNIT OVERVIEW	
In this unit students will learn the importance of promotion to any marketing plan. The students will also learn about advertising, personal selling, and sales promotion and how these are keys to a promotional plan.	
LRG SKILLS AND DISPOSITIONS	PA STANDARDS
	3.7.10 C-D 1.1.11 D-F 1.2.11 A 1.4.11 B-C 1.6.11 A D-E 1.8.11 A-B-C
COMPETENCIES	LEARNING TARGETS
I can apply sports and entertainment marketing promotion to business.	<ul style="list-style-type: none"> • I can Describe the components and exchanges of an event triangle. • I can Explain the effects of media broadcasting on the event triangle. • I can Explain the promotional value of entertainment awards.

	<ul style="list-style-type: none"> • I can Explain the benefits of sponsorship to the sponsor. K1BEA7G3 • I can Define endorsements and discuss their restrictions. K1BEA7G3 • I can List steps in developing a promotional plan. K1BEA7G4 • I can Discuss recent promotional trends and ways to stay current. K1BEA7G4
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SUBJECT: Sports and Entertainment Marketing GRADE: 10th – 12th	
Unit Title: How can we apply Promotional Planning in the Entertainment Industry?	
UNIT OVERVIEW	
In this unit students will learn the importance of a promotional plan. The students will learn about the promotional mix, product endorsements, and sponsorships and how these are important to the entertainment industry.	
LRG SKILLS AND DISPOSITIONS	PA STANDARDS
	3.7.10 C-D 1.1.11 D-F 1.2.11 A 1.4.11 B-C 1.6.11 A D-E 1.8.11 A-B-C
COMPETENCIES	LEARNING TARGETS
I can apply promotional planning to marketing.	<ul style="list-style-type: none"> • I can List the steps involved in the sales process. K1BEA7G2

	<ul style="list-style-type: none"> • I can Discuss the management skills and knowledge necessary for successful salespeople. K1BEA7G2 • I can Explain the difference between ticket brokers and ticket scalpers. K1BEA7G4 • I can Describe the ticket economy and strategies for getting highly sought-after tickets. K1BEA7G4 • I can Explain sales strategies for attracting groups to sports and entertainment venues. K1BEA7G2 • I can Describe how corporations use sports and entertainment to motivate employees and impress clients. K1BEA7G2
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SUBJECT: Sports and Entertainment Marketing		GRADE: 10th – 12th	
Unit Title: Marketing Campaign			
UNIT OVERVIEW			
In this unit students will learn how to plan, create, and execute a marketing campaign.			
LRG SKILLS AND DISPOSITIONS		PA STANDARDS	
Marketing Campaign Project -Collaboration and Teamwork (S1C)		3.7.10 C-D 1.1.11 D-F 1.2.11 A 1.4.11 B-C 1.6.11 A D-E 1.8.11 A-B-C	
COMPETENCIES		LEARNING TARGETS	
I can create a marketing campaign project.		● I can Create a marketing campaign. K1BEA7G5	

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| | <ul style="list-style-type: none">• I can Apply concepts of personal selling. K1BEA7G5• I can Prove the personal selling strategies. K1BEA7G5 |
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