

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Human Relations & Career Readiness

Course Code: 52.1804

### COURSE INTRODUCTION:

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

### UNIT DESCRIPTION:

Students will understand the impact of Human Relations and Career opportunities available in Sports and Entertainment industries.

**SUGGESTED UNIT TIMELINE: 2 WEEKS**

**CLASS PERIOD (min.): 50 MINUTES**

### ESSENTIAL QUESTIONS:

1. What is the impact of sports and entertainment events in a community?
2. What are some career opportunities in sports and entertainment marketing?

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3. How can a student expand their knowledge/marketability in a sports and marketing industry?					
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Apply ethical principles to the industry			WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2 L.11-12.6	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	3
2. Interpret legal issues pertaining to sports and entertainment management			WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2 L.11-12.6	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	3
3. Discuss personnel issues			WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2	Understands concepts, tools, and strategies used to explore, obtain, and develop in a	2

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			<b>L.11-12.6</b>	<b>business career.</b>	
4. Explore career-sustaining opportunities in sports and entertainment marketing.			<b>WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2 L.11-12.6</b>	<b>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.</b>	<b>2</b>
5. Summarize factors of interpersonal relationships.			<b>WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2 L.11-12.6</b>	<b>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.</b>	<b>2</b>
6. Demonstrate the skills needed for obtaining employment			<b>HS-Modeling WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 SL.11-12.1 L.11-12.1 L.11-12.2 L.11-12.6</b>	<b>Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.</b>	<b>2</b>
7. Explain ethical responsibility in the sports and entertainment industry.			<b>WHST.11-12.2 WHST.11-12.4 WHST.11-12.6 WHST.11-12.7</b>	<b>Understands concepts, tools, and strategies used</b>	<b>3</b>

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		<b>SL.11-12.1</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	<b>to explore,          obtain, and          develop in a          business          career.</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )  <b>Career Research Power Point</b>  <b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>			
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)		
1-7	1. Independent learning, student research		
1-7	2. Independent learning; student research; cooperative learning		
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES:</b> (What Students Do)		
1-7	1. Students research a different career or person in sports & entertainment marketing each week. Students will use this weekly research to determine one person they want to research in more depth for a semester paper.		
1-7	2. Students research careers they are interested in. Students then work in groups to write about future work trends and job skills.		
<b>UNIT RESOURCES: (include internet addresses for linking)</b>  <b>Resources @ MCCE:</b>  <b>MCE 11.0000 JIST1A - Your Career and Life Plan Portfolio</b> Editors at JIST INDIANAPOLIS, IN, JIST PUBLISHING, INC, 2003. <b>BOOK — (2nd Edition)</b> The biggest improvement is new chapters with vital information on the different types of portfolios, evaluating and			

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choosing content, organizing and building portfolios, and using portfolios to assess progress. Plus, there's new content on creating Web portfolios.

### **MCE CD ROM 3 - ProTech Career Planner**

MarkED/Career Paths

COLUMBUS, OH, MARKED/CAREER PATHS, 2003.

CD ROM — Support for Portfolios, Assessment, Training plans, Competency lists, DECA prep, Resource ID, Curriculum planning. For users of Windows 9X, 2K, Me, XP, NT.

### **MCE VIDEO 100 - Careers: Marketing**

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

VIDEO — Professionals involved in management, retail marketing and non-profit marketing are featured. Different job opportunities as well as educational requirements, skills and talent needed for each position. Expected salaries and employment opportunity. The experts offer advice and suggestions that can help students pursue a specific position. 25 minutes.

### **MCE VIDEO 23 - Career: The Entrepreneur**

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2000.

VIDEO — This program features nine entrepreneurs who made their dreams come true. As they discuss their businesses (bed & breakfast, floral, restaurant franchise and others), viewers determine common elements of success: planning and research, knowledge of the market and of product or service and assessment of personal skills. Sole proprietorships, partnerships, corporation and franchises are discussed. The information, recommendations and personal experiences will benefit anyone thinking about starting a business. A supplement is included. 32 minutes.

### **MCE VIDEO 81 - Who Would You Hire?**

C.W. Publications

STERLING, IL, C.W. PUBLICATIONS, 2003.

VIDEO — The "dos" and "don'ts" of interviewing are demonstrated through six less-than-perfect interviewees. Viewers evaluate and decide who Ms. Baker should hire as a sales representative at her travel agency. This program is full of great examples for those just beginning or making a re-entry into the world of work. 25 minutes.

### **C&E DVD ROM 1.3 - Matching Your Skills, Talents and Ambitions to a Dream Career**

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### Human Relations Media

MOUNT KISCO, NY, HUMAN RELATIONS MEDIA, 2006.

DVD ROM — Using the experiences of real-life teens and young adults, this program coaches viewers on how to pinpoint their talents and aptitudes, evaluate qualities they would like to find in a "dream" job, and match up those characteristics to find a career uniquely suited to them. Showcases four young people as they embark on their careers as chef, pilot, photographer and stand-up comedian. Demonstrates the connection between each career choice and the personalities, skills, and talents that match up for success. Grades 7-College. Includes teacher resource guide. 15 minutes.

### **C&E DVD ROM 63.2 - What's School Got to Do With It?**

#### Human Relations Media

MOUNT KISCO, NY, HUMAN RELATIONS MEDIA, 1994.

DVD ROM — This program features students talking about their career aspirations and their views on education. Each interview is juxtaposed with a profile of an accomplished professional working in the field that the student aspires to. This program helps the viewer better understand the correlation between the life skills learned in school and those applied in the workplace. Grades 7-12. Includes teacher resource guide. 30 minutes.

### **MCE 11.0111 MERC 1 - Human Relations**

#### Marketing Education Resource Center

COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003.

BOOK — Leadership, Attitude and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains Initiative, Positive Attitude, Adjusting to Change, Goal Setting, Orderly and Systematic Behavior, Handling Feedback, Self-Understanding, Human Relations, Work Ethics, Customer-Service Mindset, Interest and Enthusiasm, Honesty and Integrity, Self-Control and Empathy.