

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

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 basic marketing principles as they apply to Sports & Entertainment Marketing Foundations.

**SUGGESTED UNIT TIMELINE: 1 WEEK**

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

### ESSENTIAL QUESTIONS:

1. How do you apply the 4 Ps (product, price, place, promotion) to the sports and entertainment industry?
2. What are current trends in the sports and entertainment industry?
3. How do economic forces impact the sports and entertainment industry?

**DESE Model Curriculum**

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Course Code: 52.1804

4. What is the difference between illegal activity and unethical practices in the sports and entertainment industry?					
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Understand the impact of the sports and entertainment industry on the economy.			<b>N-Q.1</b> <b>A-CED.1</b> <b>F-IF.1</b> <b>HS-Modeling</b> <b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>RI.11-12.7</b> <b>RST.11-12.4</b> <b>RST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the economic principles and concepts fundamental to business operations	<b>1</b>
2. Explain the impact of sports and entertainment marketing on the economy.			<b>N-Q.1</b> <b>A-CED.1</b> <b>F-IF.1</b> <b>HS-Modeling</b> <b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>RI.11-12.7</b> <b>RST.11-12.4</b> <b>RST.11-12.7</b>	Understands the economic principles and concepts fundamental to business operations	<b>3</b>

**DESE Model Curriculum**

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

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			<b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>L.11-12.2</b> <b>L.11-12.6</b>		
3. Identify significant people and events in the history of the sports and entertainment marketing industry.			<b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>RI.11-12.7</b> <b>RST.11-12.4</b> <b>RST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the economic principles and concepts fundamental to business operations	<b>1</b>
4. Explain the economic foundations relevant to the sports and entertainment marketing industry.			<b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>RI.11-12.7</b> <b>RST.11-12.4</b> <b>RST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the economic principles and concepts fundamental to business operations	<b>2</b>
5. Explain the concept of economics.			<b>WHST.11-12.4</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>RI.11-12.7</b> <b>RST.11-12.4</b> <b>RST.11-12.7</b>	Understands the economic principles and concepts fundamental to business	<b>1</b>

**DESE Model Curriculum**

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

Course Code: 52.1804

			<p><b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	operations	
6. Explain the concept of competition.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	Understands the economic principles and concepts fundamental to business operations	<b>1</b>
7. Discuss the free enterprise system.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	Understands the economic principles and concepts fundamental to business operations	<b>1</b>
8. Explain marketing foundations relevant to the sports and entertainment industry.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b></p>	Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy	<b>2</b>

**DESE Model Curriculum**

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

Course Code: 52.1804

			<p><b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	organizational objectives.	
9. Explain the concept of marketing.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.	<b>2</b>
10. Discuss the concept of market identification.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b>  <b>SL.11-12.2</b>  <b>SL.11-12.4</b>  <b>SL.11-12.5</b>  <b>L.11-12.2</b>  <b>L.11-12.6</b></p>	Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.	<b>2</b>
11. Explain the legal and ethical issues in the sports and entertainment marketing industry.			<p><b>WHST.11-12.4</b>  <b>WHST.11-12.6</b>  <b>WHST.11-12.7</b>  <b>RI.11-12.7</b>  <b>RST.11-12.4</b>  <b>RST.11-12.7</b></p>	Understands business's responsibility to know, abide by, and enforce laws, regulations, and	<b>1</b>

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

Course Code: 52.1804

			<p>SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.2 L.11-12.6</p>	<p>ethical behavior that affect business operations and transactions.</p>	
<p>12. Apply ethical principles to the industry.</p>			<p>WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 RI.11-12.7 RST.11-12.4 RST.11-12.7 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.2 L.11-12.6</p>	<p>Understands business’s responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.</p>	<p>2</p>
<p>13. Interpret legal issues pertaining to sports and entertainment management.</p>			<p>WHST.11-12.4 WHST.11-12.6 WHST.11-12.7 RI.11-12.7 RST.11-12.4 RST.11-12.7 SL.11-12.2 SL.11-12.4 SL.11-12.5 L.11-12.2 L.11-12.6</p>	<p>Understands business’s responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.</p>	<p>3</p>
<p><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. )</p> <p>Celebrity Project: For a Sports &amp; Entertainment Marketing presentation, students will decide upon a celebrity/athlete in history of their choosing. This person should have reached their prime back in history, thus currently the celebrity/athlete should be deceased. Summative.</p>					

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GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

Course Code: 52.1804

International Sports Market Project: Students will compile a report on an international sport and its economic impact. Summative.

Sports Economic Impact Assignment: Students will identify the economic impact from a major sporting event. Formative.

Sports and Entertainment Foundations: Students will test their knowledge of key concepts in Unit 1 and design a marketing mix poster and/or compare and contrast two sports products. Formative and Summative.

Sports and Entertainment Ethical Dilemmas: Students will identify and critique five ethical scenarios. Formative.

**\*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>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1, 2, 3, 6, 8	<b>1. Independent learning; student research.</b>
1-10	<b>2. Student research; independent learning</b>
1-10	<b>3. Student research; independent learning</b>
1-13	<b>4. Cooperative learning; independent learning</b>
11, 12, 13	<b>5. Cooperative learning</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 2, 3, 6, 8	<b>1.</b> Students will pick an athlete and/or celebrity and conduct online research. Students will compare and contrast past a past celebrity with a current celebrity and identify a target market and product promotions. (Celebrity Project).
1-10	<b>2.</b> Students will research an international sport and compile a report on its economic impact (International Sports Project).
1-10	<b>3.</b> Students will complete a graphic organizer detailing the economic impact of a major sporting event. (Sports Economic Impact Assignment).

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Sports & Entertainment Marketing Foundations

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1-13	<b>4.</b> Students will complete a Unit 1 worksheet, a quiz, a marketing mix poster, and sports product worksheet. (Sports Foundations).
11, 12, 13	<b>5.</b> Student will read five ethical scenarios and derive an ethical decision. (Sports and Entertainment Ethical Dilemmas).

**UNIT RESOURCES: (include internet addresses for linking)**

**DECA:** <http://www.deca.org/>

**DECA SEM Event:** [http://www.deca.org/docs/conferences-competitions/DECA\\_SEM\\_Web\\_Sample.pdf](http://www.deca.org/docs/conferences-competitions/DECA_SEM_Web_Sample.pdf)

**Resources @ MCCE:**

**MCE 08.0799 F16 - Marketing Essentials**

Lois Schneider Farese, Grady Kimbrell, Carl A Woloszyk  
COLUMBUS, OH, GLENCOE, 2002.

BOOK — Here's a text that not only informs your students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative, real-life case studies.

**MCE DVD ROM 60 - Introduction to Marketing**

DE Visuals

SUNRISE, FL, DE VISUALS, 2008.

DVD ROM — Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning.

Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes.

**MCE DVD ROM 61 - Pillars of Marketing**

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service

management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market.

Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes.



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Course Code: 52.1804

### **MCE 13.1311 K17 - Sports and Entertainment Marketing**

Kaser and Oelkers

CINCINNATI, OH, SOUTH-WESTERN EDUCATIONAL PUBLISHING, 2001.

BOOK — Learn about the key functions of marketing and how they apply to sports and entertainment. Each function is incorporated and highlighted. Shows the connection between sports and entertainment industries and marketing.

### **MCE 13.1311 M74 - Sport Marketing**

Bernard J Mullin, Stephen Hardy, William A Sutton

CHAMPAIN, IL, HUMAN KINETICS, 2000.

BOOK — A good overview of marketing concepts and how they are applied to the sport product. How to sell a segment of the sport industry, including recreational facilities and professional and amateur sporting events. A college textbook that would be a great classroom reference.

### **MCE DVD ROM 100 - Field Trip: Game Day!**

CEV

LUBBOCK, TX, CEV.

DVD ROM — This program explores sports marketing by going behind the scenes of a college football game. Students are introduced to marketing through real-world examples and situations. Students will compare the different approaches of sports marketing and consider the future of the business. 27 minutes.