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| **Sports & Entertainment Marketing** | | | | | | | |
| **Unit 1: Marketing and Sports Entertainment** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 15 days | Marketing involves the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants. | What is Marketing?  How do external factors influence the marketing process? | Marketing Principals | Assess the marketing concept as it guides the marketing process.  Explain the interrelationships between the marketing mix and the marketing plan.  Evaluate target markets and their impact on the marketing plan for products/services. | Students will be able to define marketing.  Students will be able to define demographics.  Students will be able to explain the marketing mix.  Students will explain economics and free enterprise.  Students will be able to identify intellectual property rights.  Students will be able to explain the different types of ownership.  Students will be able to explain the economic impact of sports & Entertainment.  Chapter 1  -Case Study  -Self-Check  -Checking Concepts  -Quizlet/Kahoot  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Marketing  Marketing Concept  Market  Needs  Wants  Target Market  Demographics  Marketing Mix  Channel of  Distribution | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
| **Review for Unit 1 Assessment** | | | | | | | |
| **Unit 1 Assessment** | | | | | | | |
| **Unit 1.5: CHS Event** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 15 | A marketing event provides the basis for marketing decisions made by a company and is an important factor in a company’s success. | How do organizations design, create and plan an effective marketing event? | Marketing Principles  Presentation Skills | Develop a strategy to increase fan attendance at a Carlynton athletic event of student’s choice.  Compose, deliver, and publish electronic presentations.  Apply technology appropriately to enhance a presentation.  Demonstrate professional techniques when making formal or informal presentations. | Students will be able to create a plan for increasing student / fan attendance at an upcoming athletic event for Carlynton Junior/Senior High School.  Students will be able to create a 30 second television commercial using a Web Tool of their choice.  Students will be able to create a promotional flier using a Web Tool of their choice.  Students will be able to create a slideshow component using a web tool of their choice.  *Textbook:*  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Marketing Plan  SWOT Analysis  Marketing Strategy  Implementation  Competition  Advertising  Event Marketing  Cost Analysis  Web Tools  Embed  Slogans  Video Editing | Standard - 15.9.12.I  Design a comprehensive promotion plan for a product or service.  Standard - 15.9.12.K  Create a comprehensive marketing plan.  Standard - 15.3.12.S  Evaluate electronic communication options based on need.  Standard - 15.3.12.T  Demonstrate application of digital citizenship in work and personal situations.  Standard - 15.3.12.U  Critique the effectiveness of various electronic communication options related to desired outcomes.  Standard - 15.3.12.W  Collaborate via electronic communication with peers, educators, and/or professionals to meet organizational goals. |
| **Unit 1.5 Assessment – Authentic Presentation = Principal / Athletic Director** | | | | | | | |
| **Unit 2: Sports and Entertainment: Connections and Contrasts** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 10 | Marketing involves the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants. | How does the history of Sports & Entertainment Marketing continue to effect the industry as we know it today? | Marketing Principals | Analyze the importance of marketing and its role in history and in domestic and global economies. | Students will be able to discuss the history of Sports & Entertainment.  Students will be able to discuss the impact of sports and entertainment history to today’s market.  Students will be able to explain how sports and entertainment marketers use tools to sell their products.  Students will be able to explain risks and risk management of sports and entertainment events.  Students will be able to identify the differences between marketing sports and entertainment products.  Chapter 2  - Case Study  - Self-Check  - Checking Concepts  - Quizlet / Kahoot  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Consumer  Discretionary Income  Kinetoscope  Vendors  Product  Endorsement  Consumer Loyalty  Sponsorship  Promotion  Core Product  Ancillary Product  Revenue  Piracy  Loyalty  Convergence  Synergy  Risks Management | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.E  Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
| **Review for Unit 2 Assessment** | | | | | | | |
| **Unit 2 Assessment** | | | | | | | |
| **Unit 3: The Sports Market** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 10 | Marketing involves the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants. | How do marketing strategies of different categories of sports impact individuals, business & society? | Marketing Principals | Explain the nature of market research in marketing decision making between professional and amateur sports. | The students will be able to define sports marketing.  The students will be able to identify different categories of sports.  The students will be able to differentiate between amateur sports and professional.  The students will be able to discuss the significance of international sports.  The students will be able to explain the significance of women’s sports.  **Chapter 3**  - Case Study  - Self-Check  - Checking Concepts  - Quizlet / Kahoot  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Sports marketing  Amateur athlete  NCAA  Professional athlete  Title IX  Extreme sports  World Market | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.E  Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
| **Review for Unit 3 Assessment** | | | | | | | |
| **Unit 3 Assessment** | | | | | | | |
| **Unit 4: Sports Products** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 10 | Marketing involves the process of developing, promoting, and distributing products, or goods and services, to satisfy customers’ needs and wants. | How do marketing strategies between different sports products impact the sports consumer and affect all economies?  How does consumer behavior influence the marketing mix? | Marketing Principals  Marketing Mix | Identify and explain the components of the marketing mix (product, price, place, and promotion). | The students will be able to define sports consumer.  The students will be able to explain market segmentation.  The students will be able to identify sports products.  The students will be able to explain the differences between sports goods and services.  The students will be able to differentiate between the product line and product mix.  The students will be able to explain the economic impact of sports marketing.    **Chapter 2**  - Case Study  - Self-Check  - Checking Concepts  - Quizlet / Kahoot  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Sports consumer  Market segmentation  Sports Products  Tangible Products  Intangible Products  Product Line  Product Mix  Opportunity Cost  Infrastructure  Sports Franchise  Grassroots Marketing  Ancillary Product  Cross Promotion  Risks | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.E  Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
| **Review for Unit 4 Assessment** | | | | | | | |
| **Unit 4 Assessment** | | | | | | | |
| **Unit 5: Project Based Learning – The Pittsburgh Steelers** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 15 | A marketing plan provides the basis for all marketing decisions made by a company and is an important factor in a company’s success. | How do companies design, create and plan an effective marketing event? | Marketing Principles  Marketing Mix  Presentation Skills | Create all components of the marketing mix (product, price, place, and promotion).  Develop strategies to gain and maintain market share.  Compose, deliver, and publish electronic presentations.  Apply technology appropriately to enhance a presentation.  Demonstrate professional techniques when making formal or informal presentations. | Students will be able to create a Marketing Plan for the Pittsburgh Steelers to promote more fan interest in one of the following areas: (1) attract more fans through social media, (2) how to make training camp more interactive, (3) what kind of programs can we create to thank season ticket holders.  Students will create a google document and slideshow detailing their authentic plan and the 9 steps in an effective marketing plan.    Steelers Web Page  *Textbook:*  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Marketing Plan  SWOT Analysis  Marketing Strategy  Implementation  Consumer Loyalty  Competition  Advertising  Event Marketing | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.E  Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
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| **Unit 5: Project Based Learning – The Pittsburgh Pirates** | | | | | | | |
| **Estimated Unit Time Frames** | **Big Ideas** | **Essential Questions** | **Concepts**  **(Know)** | **Competencies**  **(Do)** | **Lessons/ Suggested Resources** | **Vocabulary** | **Standards/ Eligible Content** |
| 15 | A marketing plan provides the basis for all marketing decisions made by a company and is an important factor in a company’s success. | How do companies design, create and plan an effective marketing event? | Marketing Principles  Marketing Mix  Presentation Skills | Create all components of the marketing mix (product, price, place, and promotion).  Develop strategies to gain and maintain market share.  Compose, deliver, and publish electronic presentations.  Apply technology appropriately to enhance a presentation.  Demonstrate professional techniques when making formal or informal presentations. | Students will be able to create a Community Outreach Program for the Pittsburgh Pirates  Pirates Community Web Page  *Textbook:*  *Sports & Entertainment Marketing – Glencoe/McGraw Hill* | Marketing Plan  SWOT Analysis  Marketing Strategy  Implementation  Consumer Loyalty  Competition  Advertising  Event Marketing | Standard - 15.9.12.B  Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.  Standard - 15.9.12.C  Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  Standard - 15.9.12.E  Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  Standard - 15.9.12.F  Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning. |
| **Unit 4 Assessment – Presentation to the Marketing Departments of Pittsburgh Steelers and Pittsburgh Pirates** | | | | | | | |