



Auburn School District	
Sports and Entertainment Marketing	
	Total Framework Hours up to: 180
CIP Code: 31504	<input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory Date Last Modified: January 2014
Career Cluster: Marketing	Cluster Pathway: Marketing

Unit Outline

	<u>Hours</u>
Unit 1: Marketing	20
Unit 2: Sponsorships, Licensing and Endorsements	15
Unit 3: Product Planning	10
Unit 4: Product/Service Management	15
Unit 5: Sports and Entertainment Promotion	15
Unit 6: Event Planning	15
Total Hours	<u>90</u>

UNIT 1 Marketing

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Marketing Core Standards Assessment

Skill(s)
Produce Results

- (1-10) Demonstrate additional attributes associated with producing high quality products including the abilities to:
1. work positively and ethically
 2. manage time and projects effectively
 3. multi-task
 4. participate actively, as well as be reliable and punctual
 5. present oneself professionally and with proper etiquette
 6. collaborate and cooperate effectively with teams
 7. respect and appreciate team diversity
 8. be accountable for results

Standards and Competencies

Standard/Unit:
1. Marketing- Identify the concepts of marketing and how they apply to Sports and Entertainment Marketing

Competencies **Total Learning Hours for Unit: 20**

- Evaluate the sports, recreation, and entertainment industry as a segment of the economy
- Analyze the components of the sports, recreation, and entertainment industry
- Explain the importance of marketing to the sports, recreation, and entertainment industry
- Explain marketing functions in the sports, recreation, and entertainment industry
- Recognize examples of sports, recreation, and entertainment marketing
- Determine the elements of the marketing mix
- Recognize the use of marketing positioning
- Compare types of market segmentation
- Describe activities to market a sports, recreation, or entertainment property
- Understand why teams/entertainers utilize marketing
- Describe media channels used in sports, recreation, and entertainment marketing

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
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Speaking and Listening Common Core

Comprehension and Collaboration	1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. CCSS.ELA-Literacy.SL.11-12.1
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Reading Common Core	
Reading Standards for Informational Text	3. Analyze a complex set of ideas or sequence of events and explain how specific individuals, ideas, or events interact and develop over the course of the text. Craft and Structure

UNIT 2 Sponsorships, Licensing and Endorsements

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
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 - Use communications for a range of purposes to align with industry standards

Activity
Selling Core Assessment

- Skill(s)**
Communicate Clearly
Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Interact Effectively with Others
Know when it is appropriate to listen and when to speak

Standards and Competencies

Standard/Unit: Sponsorships, Licensing and Endorsements

Competencies	Total Learning Hours for Unit: 15
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- Evaluate the impact of sponsorship in sports, recreation, and entertainment.
- Compare local, regional, national, and international sponsorships.
- Analyze potential sponsorship opportunities.
- Critique the advantages, disadvantages, and legal issues of sponsorships and endorsements.
- Identify types of sponsorship sales and relationship development
- Define prohibited sponsorship
- Explain how organizations and their sponsors develop an athlete's/entertainer's character
- Identify the benefits of licensing to a team/entertainer
- Describe successful sports/entertainment licenses
- Discuss the importance of market research before entering a license agreement
- Discuss the importance of brand/license protection
- Define endorsements
- Discuss restrictions on endorsements
- Explain the use of naming rights in sport/event marketing
- Identify strategies to create value for sponsors
- Evaluate sponsorship proposals
- Evaluate the impact of sponsorship in sports and entertainment.

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Speaking and Listening Common Core

Comprehension and Collaboration	2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. CCSS.ELA-Literacy.SL.11-12.2
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Presentation of Knowledge	6. Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-Literacy.SL.11-12.6
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UNIT 3 Product Planning

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment:

- Prepare for DECA event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of communications purposes to align with industry standards

Activity

Professional Development Core Standards Assessment

Skill(s)

Communicate Clearly

Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)

Standards and Competencies

Standard/Unit:

3. Product Planning

Competencies

Total Learning Hours for Unit: 10

- Evaluate the forms of product licensing and the product licensing process
- Compare merchandizing strategies used in sports, recreation, and entertainment
- Differentiate between external and internal merchandizing strategies
- Examine product lines for sports, recreation, and entertainment organizations.
- Compare food and beverage opportunities that exist within the sports, recreation, and entertainment industry.
- Determine merchandising opportunities for a sports, recreation, and entertainment event.

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Production and Distribution of Writing	4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. CCSS.ELA-Literacy.WLHSST.11-12.4
	6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically. CCSS.ELA-Literacy.WLHSST.11-12.6
Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7

UNIT 4 Product/Service Management

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

- Prepare for DECA Principles event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of purposes to align with industry standards

Activity

Product/service Management Core Standards Assessment

Skill(s)

Work Creatively with Others

Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

Interact Effectively with Others

Conduct themselves in a respectable, professional manner

Standards and Competencies

Standard/Unit:

4. Product/Service Management – create a foundational understanding of successfully taking a product to market

Competencies

Total Learning Hours for Unit: 15

- Describe the need for marketing information (IM:012) (CS) *
- Explain the nature and scope of the marketing-information management function (IM:001) (SP)
- Explain the role of ethics in marketing-information management (IM:025) (SP)
- Explain the nature of positive customer relations (EI: 031) (CS) *
- Demonstrate a customer-service mindset (EI: 032) (CS) *
- Identify company's brand promise (CR: 001) (CS) *
- Explain the nature and scope of the pricing function (PI: 001) (SP)
- Describe the role of business ethics in pricing (PI: 015) (SP)
- Explain factors affecting pricing decisions (PI: 002) (SP)
- Conduct SWOT analysis for the use in the marketing planning process (IM: 141) (MN)
- Explain the concept of marketing strategies (IM: 194) (CS) *
- Explain the concept of market and market identification (IM: 196) (CS) *

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

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	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Speaking and Listening Common Core	
Comprehension and Collaboration	2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. CCSS.ELA-Literacy.SL.11-12.2
Presentation of Knowledge	6. Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-Literacy.SL.11-12.6

UNIT 5 Sports and Entertainment Promotion

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

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Activity
Channel Management Core Standards Assessment

Skill(s)
Make Judgments and Decisions
Reflect critically on learning experiences and processes

Standards and Competencies

Standard/Unit:
5. Sports and Entertainment Promotion

Competencies	Total Learning Hours for Unit: 15
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- Evaluate the advertising media forms (print, broadcast, specialty) suitable in the sports, recreation, and entertainment industry.
- Assess the value of advertising in the sports, recreation, and entertainment industry.
- Determine the role of advertising technology in sports, recreation, and entertainment.
- Examine the four elements of promotion
- Recognize elements of the promotional mix
- Develop sales promotion strategies
- Understand ancillary events and other types of event promotions
- Determine merchandising opportunities for a sport/event
- Develop customer-service program to attract sport/event customers
- Maximize/Capitalize on celebrity's appearance at event
- Select strategies for maintaining/building fan support
- Identify ambush strategies to use at other events
- Develop viral sport/event marketing strategies
- Explain considerations in using special events as a sales-promotion strategy
- Develop promotional calendar of events
- Explain considerations in designing a frequency/loyalty marketing program
- Design frequency/loyalty marketing program
- Analyze use of specialty promotions
- Prepare promotional budget

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

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UNIT 6 Event Planning

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

Activity

DECA Competitive Events Program

- Prepare for DECA Principles event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of purposes to align with industry standards

Activity

Promotion Core Standards Assessment

Skill(s)

Be Responsible to Others

Act responsibly with the interests of the larger community in mind

Standards and Competencies

Standard/Unit:

6. Event Planning

Competencies

Total Learning Hours for Unit: 15

- Evaluate the stages (planning to execution) required to manage an event.
- Determine the time, money, and personnel needed for execution of an event.
- Examine event possibilities in various sports, recreation, and entertainment industries.
- Compare events geared toward specific target markets.
- Compare traditional and nontraditional methods of sales promotion utilized in sports, recreation, and entertainment.
- Assess the value of sales promotion tools in sports, recreation, and entertainment.
- Identify the components of the event triangle: event, sponsor, fan
- Describe the exchanges developed in the event triangle
- Explain the effects of media broadcasting on the event triangle
- Understand importance of effective budgeting and budget planning.
- Identify and explain line items utilized in event budget planning
- Understand revenue and cash flow importance in event planning
- Identify revenue sources and cash flow practices for events.
- Evaluate benefits and concerns of a site and outline a site selection process.
- Determine a need for an event and the type of event to be run
- Determine goods and services required for an event
- Select venues for specific events

Common Core State Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	<p>7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7</p> <p>8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8</p>
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Writing Standards Common Core

Research to Build and Present Knowledge

2. Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

21st Century Skills

Check those that students will demonstrate in this course

LEARNING & INNOVATION

Creativity and Innovation

- Think Creatively
- Work Creatively with Others
- Implement Innovations

Critical Thinking and Problem Solving

- Reason Effectively
- Use Systems Thinking
- Make Judgments and Decisions
- Solve Problems

Communication and Collaboration

- Communicate Clearly
- Collaborate with Others

INFORMATION, MEDIA & TECHNOLOGY SKILLS

Information Literacy

- Access and /evaluate Information
- Use and Manage Information

Media Literacy

- Analyze Media
- Create Media Products

Information, Communications and Technology (ICT Literacy)

- Apply Technology Effectively

LIFE & CAREER SKILLS

Flexibility and Adaptability

- Adapt to Change
- Be Flexible

Initiative and Self-Direction

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

Social and Cross-Cultural

- Interact Effectively with Others
- Work Effectively in Diverse Teams

Productivity and Accountability

- Manage Projects
- Produce Results

Leadership and Responsibility

- Guide and Lead Others
- Be Responsible to Others