

Paulsboro Schools



Curriculum

Sports and Entertainment Marketing

Grade 9-12

June 2009

* For adoption by all regular education programs as specified and for adoption or adaptation by all Special Education Programs in accordance with Board of Education Policy.

Board Approved: October 2013

PAULSBORO SCHOOL DISTRICT

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Curriculum Writing Team Memebers: Patty DellaVecchia, Gina Morina

	Week 1 and 2	Week 3 and 4	Week 5 and 6	Week 7	Week 8
Unit or Theme	What Is Sports And Entertainment Marketing?	College And Amateur Sports	Professional Sports	Marketing Products And Services Through Sports	Public Images
Enduring understanding and performance indicators	<ul style="list-style-type: none"> Identify the elements of the Marketing mix Identify the 7 key marketing functions Define sports marketing functions Define sports marketing Identify sport marketing strategies Discuss entertainment marketing, technological changes, and television medium Explain the marketing mix for recreation, travel, and tourism I.A.2.b I.A.3.b II.b.3.c IV.A.4.a	<ul style="list-style-type: none"> Define market segmentation in amateur and college sports Identify new growth markets such as women's sports Discuss the economic impact of collegiate athletics Discuss revenue from licensing agreements with colleges Recognize how increased popularity has provided more opportunities for marketing and sponsorship of amateur sports National Marketing standards II.B.3a II.B.3b II.B.3c IV.c.2.a	<ul style="list-style-type: none"> Discuss the financial impact of professional sports as well as the perks associated with them Describe the process of acquiring a professional team Explain the process of financing of a professional sports team Explain the role of the sports agents Discuss the impact of ethical behavior on an athlete's promotional value Identify the prestige, power, profitability of a big league team III.B.3.a III.D.3.a IV.C.2.a	<ul style="list-style-type: none"> Discuss the market for sports due to emotional ties and the increasing popularity of women's sports Define the investment dollars involved with sponsorship Discuss the objectives and tools for promotion in sports Define endorsements Identify restrictions on endorsements Identify qualifications for endorsers IV.D.1.3.b IV.D.2.2.a IV.D.2.3.b	<ul style="list-style-type: none"> Discuss the importance of positive public relations for sports Determine the impact of public relations on labor laws Describe successful sports licensees and sponsors Explain and list reasons why a successful lecture circuit/book enhances an athlete's image Describe the steps for creating popular sports books Discuss the importance of market research Analyze current fan clubs on line and list benefits and features IV.d.3.3.a IV.d.3.3.b V.a.3.a V.a.3.e
Essential Questions	<ul style="list-style-type: none"> How does a sports or entertainment marketing purchase involve the seven key marketing functions? 	<ul style="list-style-type: none"> How does understanding the seven key marketing functions help you to identify marketing strategies for three amateur sports? 	<ul style="list-style-type: none"> How does the operation of a professional sports team differ from most other businesses? 	<ul style="list-style-type: none"> By creating a commercial script, how would you sell/market a product using a specific sport? 	<ul style="list-style-type: none"> What is public relations? What roles do athletes, fans, and businesses, and cities play in public relations?
Assessment Strategies Formative & Summative	<ul style="list-style-type: none"> Multiple Choice Open-ended Response Rubrics Teacher Observation Group project 	<ul style="list-style-type: none"> Multiple Choice Open-ended Response Rubrics Teacher Observation Case Study Analysis Power point presentation Design a poster 	<ul style="list-style-type: none"> Multiple Choice Open-ended Response Rubrics Teacher Observation Design a sport venue to attract a professional team 	<ul style="list-style-type: none"> Multiple Choice Open-ended Response Rubrics Teacher Observation Paired partnership collaboration 	<ul style="list-style-type: none"> Multiple Choice Open-ended Response Rubrics Teacher Observation Desktop publishing-Create a trading card that enhances athletes image

<p>Instructional Strategies (including reading & writing prompts)</p>	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies
<p>Primary Source</p>	<p>Sports and Entertainment Marketing Thompson/south-western publishing Kaser and Oelkers Chapter 1</p>	<p>Sports and Entertainment marketing Kaser and Oelkers Chapter 2</p>	<p>Sports and Entertainment marketing Kaser and Oelkers Chapter 3</p>	<p>Sports and Entertainment marketing Kaser and Oelkers Chapter 4</p>	<p>Sports and Entertainment marketing Kaser and Oelkers Chapter 5</p>

Sports and Entertainment Marketing Curriculum Map for Grades 9-12 Paulsboro Public Schools

Benchmark = (B) Speaking and Listening Objectives = (SL)

	Week 9	Week 10 and 11	Week 12 and 13	Week 14 and 15	Week 16 and 17
Unit or Theme	Advancing The Cause-Community Service, Sports Camps, Workshops	The Global Market And Careers	Entertainment Marketing	Customized Entertainment Technology And Marketing	Recreation Marketing
Enduring understanding and performance indicators	<ul style="list-style-type: none"> Describe the importance of charities and tournaments to the successful images of athletes and teams Explain why athletes become involved with or create their own foundations Define the importance of corporate and business contracts in the area Explain why sports celebrity camps have become increasingly popular Define the relationship between sponsorship and interest in on-day seminars Evaluate three methods of advertising for workshops Describe the benefits of sports camps in relationship to the athlete IV.A.4.1.a IV.A.4.2.b IV.A.4.4.c	<ul style="list-style-type: none"> Define the importance of a positive image for sports owners and marketing firms Explain the role of a sports marketing firm Identify the meaning of pro bono and list the types associated with sports Explain some challenges in marketing the Olympics and women's sports Identify sports marketing careers Describe skills and personal characteristics necessary for a career in sports marketing Explain some challenges in marketing the Olympics and women's sports III.F.2.a III. F.3.a	<ul style="list-style-type: none"> Explain profit and cost-cutting strategies in the motion picture industry Calculate film revenues, and discuss the importance of foreign markets for movies Understand the different kinds of entertainment distribution Explain how to promote the value of entertainment awards and list the promotional methods used Identify skills needed for careers in the entertainment marketing Discuss distribution and the preparation needed for a career in entertainment marketing IV.B.4.a IV.D.3.d	<ul style="list-style-type: none"> Explain customizing entertainment Identify means of marketing to baby boomers Describe the need balance between privacy and marketing of entertainment Understand global distribution of entertainment Examine the global marketing of entertainment III.G.2.a III.G.3.b IV.B.4.a	<ul style="list-style-type: none"> Examine marketing strategies based on changing demographics Apply market information to recreational events Understand how technology had changed travel marketing Comprehend the magnitude of modern travel Discuss the popularity of hall of fame destinations Describe career in recreation marketing III.G.2.a III.G.3.b VI.a3.d
Essential Questions	<ul style="list-style-type: none"> What type of stories of athletes are the focus of media sources and why? What must an athlete consider to make charitable events successful? Why would companies want to sponsor workshops? How can a camp enhance its potential to be successful? 	<ul style="list-style-type: none"> Why would a company that is in business to make money, do some work for free? How has the spread of American sports to other countries evolved? How have technological advances increased the popularity of sports? 	<ul style="list-style-type: none"> In addition to ticket sales, how can film studios generate a profit in the US? In what ways is the sponsorship of stock car racing different than that of other entertainment? How are movies marketed? How is music distributed? What top skills are needed in marketing careers? How can you learn and refine these skills? 	<ul style="list-style-type: none"> What impact does the improving economic utility of entertainment have on the consumer? Why are Baby boomers important to the entertainment marketers? Why is different TV programming shown in different cities and regions of the US? Why are US firms interested in foreign markets for entertainment? 	<ul style="list-style-type: none"> Why do airlines operate their own web sites for ticket sales? In what areas does the future look bright for travel marketers? Why might a theme park fail? Why is recreation marketing a good field of employment? How had the internet changed the job search process?

<p>Assessment Strategies Formative & Summative</p>	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Group project – research and design their own camp 	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Research • Prepare a word document on careers in sports 	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Performance task 	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Performance task- create a brochure for an entertainment event(desktop publishing) 	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Performance task- promotional flyer
<p>Instructional Strategies (including reading & writing prompts)</p>	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies 	<ul style="list-style-type: none"> • Inquiry based learning • Teacher Directed • Demonstration • Cooperative Groups (SL) • Reading (SL) • Application -Case Studies
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Sports and Entertainment Marketing Curriculum Map for Grades 9-12 Paulsboro Public Schools

Benchmark = (B) Speaking and Listening Objectives = (SL)

	Week 18 and 19				
Unit or Theme	Marketing Plans				
Enduring understanding and performance indicators	<ul style="list-style-type: none"> • Identify the types of sales promotion • Identify forms and list the steps in risk management • Comprehend the profit motive behind sports and entertainment marketing • Understand types of financing related to sports and entertainment marketing • Identify and explain the purpose of a marketing mix • Understand the human elements of market research • Explain the purpose of a marketing plan <p>V.A.3.a VI.A.3.a VI.A.3.c VI.A.3.d</p>				
Essential Questions	<ul style="list-style-type: none"> • What factors influence the choice of advertising media? • What is meant by a sample in marketing research? • What is a mission statement of a company? • Why must a strategic marketing plan include intervals of review and evaluation? 				
Assessment Strategies Formative & Summative	<ul style="list-style-type: none"> • Multiple Choice • Open-ended Response • Rubrics • Teacher Observation • Group project – develop a marketing plan for a specific sports or entertainment event 				

Instructional Strategies (including reading & writing prompts)	<ul style="list-style-type: none">• Inquiry based learning• Teacher Directed• Demonstration• Cooperative Groups (SL)• Reading (SL)• Application -Case Studies				
Primary Source	Sports and Entertainment Marketing Thompson/South-Western Publishing Kaser and Oelkers Chapter 1				