



# **Wolcott Public Schools**

**154 Center Street  
Wolcott, Connecticut 06716  
[www.wolcottps.org](http://www.wolcottps.org) – 203-879-8183**

**High School Curriculum  
Grades 10-12  
Sports & Entertainment Marketing**



*Children are our Future...*

# *Acknowledgements*

*Curriculum Writers:*

*Holly Jayne*

*We acknowledge and celebrate the professionalism, expertise, and diverse perspectives of these teachers. Their contributions to this curriculum enrich the educational experiences of all Wolcott students.*

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*Mr. Frank Purcaro*

*Director of Curriculum and Professional Development*

*Date of Presentation to the Board of Education:* \_\_\_\_\_

*(Sport & Entertainment Marketing)*

# Sports & Entertainment Marketing

## **Mission Statement:**

*The mission of the Wolcott Public Schools is to promote the academic, social, and emotional development of all students to become contributing members of the global community.*

## **Departmental Philosophy:**

Wolcott High School's Applied Education Department believes its courses are an integral part of the total academic structure that provides students with the competencies to be competitive in a business-oriented society. The mission of this program is to ensure that students have the opportunity to develop skills, knowledge, understanding and attitudes necessary for successful participation in postsecondary education and the global economy.

## **Course Description:**

Grades 10-12, .5 Unit

Prerequisite: Successful completion of Introduction to Business

This course will take an in-depth look at the market-driven entertainment and sports industries. The course examines the dynamics of marketing various forms of entertainment including product tie-ins, cross promotions, the branding of persons, events and venues, entertainment marketing research, reputation management, the underlying economic factors, and marketing communication strategy. The course will examine marketing strategies based on changing public tastes, expanding channels of distribution, the role of new technology, as well as business venture trends. We will also look at legal issues and other challenges facing the marketing of sports and entertainment products. The course utilizes a combination of lecture, discussion, and project-based learning.

# *Sports & Entertainment Marketing*

## *Content Standard: Intro to Business and Marketing Principles*

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<p>21st Century Skills/International Society for Technology in Education</p> <ol style="list-style-type: none"> <li>1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks.</li> <li>2. Work independently and collaboratively to solve problems and accomplish goals.</li> <li>3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</li> </ol> <p>Connecticut Career and Technical Education – Marketing Education and Business Management</p> <p><b>Marketing:</b></p> <p>C. Market Planning: Understand concepts and strategies utilized to determine and target marketing strategies to a select audience.</p> <ul style="list-style-type: none"> <li>● Explain the concept of market and market identification.</li> <li>● Explain the concept of marketing strategies.</li> <li>● Describe the nature of target marketing in marketing communications.</li> <li>● Describe the role of consumer behavior in strategic marketing planning.</li> <li>● Define a target market and the factors impacting target market selection.</li> </ul> <p><b>Management:</b></p> <p>Standard 3 – Business Organization – Organizational Structure:</p> <ul style="list-style-type: none"> <li>● Compare divisional and department structures</li> <li>● Compare organizational structures</li> </ul>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Define the two types of competition.</li> <li>● Explain what profit is and why it is important.</li> <li>● Identify the characteristics of infomercials</li> <li>● Be able to apply the 4 P’s and a SWOT analysis.</li> <li>● Discuss marketing and advertising’s role in creating profit in the sports and entertainment industry.</li> <li>● Identify and define basic business terminology.</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint Presentations</li> <li>● Case Studies</li> <li>● Projects</li> <li>● Written Assessments</li> <li>● Oral Presentations</li> </ul>	<ul style="list-style-type: none"> <li>● Textbook</li> <li>● Appropriate Professional Sports and Entertainment Magazines</li> <li>● Relevant News Articles or Videos</li> <li>● Computers</li> <li>● Software: word processing, spreadsheet, presentation</li> <li>● Projector</li> </ul>

# *Sports & Entertainment Marketing*

## *Content Standard: Product, Price and Promotion*

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<p><b>Standards</b>            21st Century Skills/International Society for Technology in Education            1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks.            2. Work independently and collaboratively to solve problems and accomplish goals.            3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</p> <p>Connecticut Career and Technical Education – Marketing Education            C. Market Planning: Understand concepts and strategies utilized to determine and target marketing strategies to a select audience.</p> <ul style="list-style-type: none"> <li>● Explain the concept of market and market identification.</li> <li>● Explain the concept of marketing strategies.</li> <li>● Describe the nature of target marketing in marketing communications.</li> <li>● Describe the role of consumer behavior in strategic marketing planning.</li> <li>● Explain the relationship between market segmentation and consumer behavior.</li> </ul> <p>E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <ul style="list-style-type: none"> <li>● Describe factors used by marketers to position product/services.</li> </ul> <p>Explain the nature of product/service branding.</p>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Explain how sports and entertainment are used as a marketing tool.</li> <li>● Identify psychological and pricing strategies and how it relates to consumer behavior.</li> <li>● Apply the product life cycle concept to sports and entertainment products and services.</li> <li>● Describe ways in which the 4 Ps are unique in the sports and entertainment industry versus other business.</li> <li>● Explain the significance of branding, sponsorships, and endorsements in the sports and entertainment industries.</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint Presentations</li> <li>● Case Studies</li> <li>● Projects</li> <li>● Written Assessments</li> <li>● Oral Presentations</li> </ul>	<ul style="list-style-type: none"> <li>● Textbook</li> <li>● Appropriate Professional Sports and Entertainment Magazines</li> <li>● Relevant News Articles or Videos</li> <li>● Computers</li> <li>● Software: word processing, spreadsheet, presentation</li> <li>● Projector</li> </ul>

# *Sports & Entertainment Marketing*

## *Content Standard: Sports Market*

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<p><b>Standards</b>            21st Century Skills/International Society for Technology in Education            1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks.            2. Work independently and collaboratively to solve problems and accomplish goals.            3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</p> <p>Connecticut Career and Technical Education – Marketing Education &amp; Business Management Marketing:            E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <ul style="list-style-type: none"> <li>● Describe factors used by marketers to position product/services.</li> <li>● Explain the nature of product/service branding.</li> </ul> <p><b>Management:</b>            Content Standard 5 – Ethics and Social Responsibility – Examine the role of ethics and social responsibility and decision making</p> <ul style="list-style-type: none"> <li>● Evaluate a business code of ethics.</li> <li>● Recognize long-term impact of practicing social responsibility</li> </ul> <p>Content Standard 9 – Industry Analysis – Analyze a business organization’s competitive position within the industry            Analyze relative competitive strengths and weaknesses using appropriate tools.</p>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Discuss the history of the Sports Market.</li> <li>● Explain the growth seen in the Business of Sports.</li> <li>● Identify and describe Major Sports Leagues and their role in business.</li> <li>● Research and present current events or trends in the industry.</li> <li>● Explain the impact of ethics on this industry.</li> <li>● Explain the importance of branding and brand equity.</li> <li>● Match sports and entertainment properties with appropriate sponsors.</li> <li>● Match sports and entertainment celebrities with appropriate products and services.</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint Presentations</li> <li>● Case Studies</li> <li>● Projects</li> <li>● Written Assessments</li> <li>● Oral Presentations</li> </ul>	<ul style="list-style-type: none"> <li>● Textbook</li> <li>● Appropriate Professional Sports and Entertainment Magazines</li> <li>● Relevant News Articles or Videos</li> <li>● Computers</li> <li>● Software: word processing, spreadsheet, presentation</li> <li>● Projector</li> </ul>

# *Sports & Entertainment Marketing*

## *Content Standard: Entertainment Market*

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<p><b>Standards</b>            21st Century Skills/International Society for Technology in Education            1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks.            2. Work independently and collaboratively to solve problems and accomplish goals.            3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</p> <p>Connecticut Career and Technical Education – Marketing Education &amp; Business Management Marketing:            E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.</p> <ul style="list-style-type: none"> <li>● Describe factors used by marketers to position product/services.</li> <li>● Explain the nature of product/service branding.</li> </ul> <p><b>Management:</b>            Content Standard 5 – Ethics and Social Responsibility – Examine the role of ethics and social responsibility and decision making</p> <ul style="list-style-type: none"> <li>● Evaluate a business code of ethics.</li> <li>● Recognize long-term impact of practicing social responsibility</li> </ul> <p>Content Standard 9 – Industry Analysis – Analyze a business organization’s competitive position within the industry            Analyze relative competitive strengths and weaknesses using appropriate tools.</p>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Discuss the history of the Entertainment Market.</li> <li>● Explain the growth seen in the Entertainment Business.</li> <li>● Identify and describe different Entertainment Business Forums (e.g. Music, Movies, TV, Blogs, etc.)</li> <li>● Research and present current events or trends in the industry.</li> <li>● Explain the impact of ethics on this industry.</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint Presentations</li> <li>● Case Studies</li> <li>● Projects</li> <li>● Written Assessments</li> <li>● Oral Presentations</li> </ul>	<ul style="list-style-type: none"> <li>● Textbook</li> <li>● Appropriate Professional Sports and Entertainment Magazines</li> <li>● Relevant News Articles or Videos</li> <li>● Computers</li> <li>● Software: word processing, spreadsheet, presentation</li> <li>● Projector</li> </ul>

# *Sports & Entertainment Marketing*

## *Content Standard: Financial & Economic Principles*

<i>Performance Standards</i>	<i>Sample Activities</i>	<i>Assessment Strategies</i>	<i>Resources</i>
<p><b>Standards</b>            21st Century Skills/International Society for Technology in Education            1. Use real-world digital and other research tools to access, evaluate and effectively apply information appropriate for authentic tasks.            2. Work independently and collaboratively to solve problems and accomplish goals.            3. Communicate information clearly and effectively using a variety of tools/media in varied contexts for a variety of purposes.</p> <p>Connecticut Career and Technical Education – Marketing Education &amp; Business Management Marketing:            C. Economic Issues:</p> <ul style="list-style-type: none"> <li>● Analyze the impact of changing economic conditions on marketing strategies.</li> </ul> <p>National Business Education Association Economics:            I. Allocation of Resources:</p> <ul style="list-style-type: none"> <li>● Assess opportunity costs and trade-offs involved in making choices about how to use scarce economic resources.               <ul style="list-style-type: none"> <li>○ Demonstrate understanding of rational economic decision making by explaining the advantages and disadvantages of alternatives in a given situation.</li> <li>○ Evaluate the trade-offs of alternatives for solving societal problems according to economic goals.</li> </ul> </li> </ul>	<p>Students will:</p> <ul style="list-style-type: none"> <li>● Explain how a free market works.</li> <li>● Explain the role of supply and demand in the Sports and Entertainment industries.</li> <li>● Discuss why it is important for leagues to achieve a competitive balance.</li> <li>● Illustrate the ways in which leagues achieve competitive balance.</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint Presentations</li> <li>● Case Studies</li> <li>● Projects</li> <li>● Written Assessments</li> <li>● Oral Presentations</li> </ul>	<ul style="list-style-type: none"> <li>● Textbook</li> <li>● Appropriate Professional Sports and Entertainment Magazines</li> <li>● Relevant News Articles or Videos</li> <li>● Computers</li> <li>● Software: word processing, spreadsheet, presentation</li> <li>● Projector</li> </ul>



# *Sports & Entertainment Marketing*

## **Pacing Guide**

**September:** Introduction to Business & Marketing Principles (3 weeks), Product, Place & Promotion (*1 week*)

**October:** Product, Place & Promotion (3 weeks), Sports Market (*2 weeks*)

**November:** Sports Market (*4 weeks*)

**December:** Entertainment Market (*3 weeks*)

**January:** Financial & Economic Principles (*3 weeks*)

**February:**

**March:**

**April:**

**May:**

**June:**

# ***Sports & Entertainment Marketing***

## **Essential Questions**

1. How can studying Sports and Entertainment help us to learn more about business?
2. What aspects of the Sports and Entertainment Business are unique?
3. What can we learn about marketing and the marketing process through the study of the Sports and Entertainment industries?
4. What impact does sports and entertainment have on our economy?
5. How are the sports and entertainment industries used as platforms through which to reach consumers?

# ***Sports & Entertainment Marketing***

## **Skills Objectives**

1. Evaluate information and synthesize a conclusive belief.
2. Use analytical skills and support conclusions with specificity.
3. Create a PowerPoint presentation.
4. Access and research information using the Internet.
5. Display creative thinking, problem solving, and decision making.
6. Organize and maintain files.
7. Use computers to process information.

# ***Sports & Entertainment Marketing***

## **Assessments**

That are aligned to the curriculum – this will be done through the data teams throughout the year – no need to do them now, I just wanted to let you know where they will go in the curriculum, as we complete them.