

Sports Entertainment and Marketing

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Stage 1: Desired Results

Standards & Indicators:

9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business.

9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations.

9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career.

9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships.

9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business.

9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results.

9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions.

9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.

9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.

9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.

9.3.12.BM7MGT.3 Apply economic concepts fundamental to global business operations.

9.3.12.BM7MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.

9.3.12.BM7MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

9.3.12.BMIMGT.6 Plan, monitor and manage day to day business activities to sustain continued business functioning.

9.3.12.BM7MGT.7 Plan, organize and manage an organization/department to achieve business goals.

9.3.12.BM7MGT.8 Create strategic plans used to manage business growth, profit and goals.

Career Readiness, Life Literacies and Key Skills

Standard	Performance Expectations	Core Ideas
9.1.12.EG.1	Review the tax rates on different sources of income and on different types of products and services purchased.	Tax rates vary based on your financial situation.
9.1.12.EG.3	Explain how individuals and businesses influence government policies.	There are different ways you can influence government policy to improve your financial situation.
9.1.12.FP.7	Determine how multiple sources of objective, accurate and current financial information affect the prioritization of financial decisions (e.g., print information, prospectus, certified financial planners, internet, sales representatives, etc.).	The ability to assess external information is a necessary skill to make informed decisions aligned to one's goals.
9.2.12.CAP.2	Develop college and career readiness skills by participating in opportunities such as structured learning experiences, apprenticeships, and dual enrollment programs.	There are strategies to improve one's professional value and marketability.
9.2.12.CAP.5	Assess and modify a personal plan to support current interests and postsecondary plans.	Career planning requires purposeful planning based on research, self-knowledge, and informed choices.
9.2.12.CAP.13	Analyze how the economic, social, and political conditions of a time period can affect the labor market.	An individual's income and benefit needs and financial plan can change over time.

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9.2.12.CAP.22	Compare risk and reward potential and use the comparison to decide whether starting a business is feasible.	There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals.
9.2.12.CAP.23	Identify different ways to obtain capital for starting a business.	There are ways to assess a business's feasibility and risk and to align it with an individual's financial goals.
9.4.12.CI.2	Identify career pathways that highlight personal talents, skills, and abilities (e.g., 1.4.12prof.CR2b, 2.2.12.LF.8).	Innovative ideas or innovation can lead to career opportunities.
9.4.12.CI.3	Investigate new challenges and opportunities for personal growth, advancement, and transition (e.g., 2.1.12.PGD.1).	Innovative ideas or innovation can lead to career opportunities.
9.4.12.IML.7	Develop an argument to support a claim regarding a current workplace or societal/ethical issue such as climate change (e.g., NJSLSA.W1, 7.1.AL.PRSNT.4).	Accurate information may help in making valuable and ethical choices.
9.4.12.TL.3	Collaborate in online learning communities or social networks or virtual worlds to analyze and propose a resolution to a real-world problem (e.g., 7.1.AL.IPERS.6).	Collaborative digital tools can be used to access, record and share different viewpoints and to collect and tabulate the views of groups of people.
<u>Central Idea/Enduring Understanding:</u> The students will understand and be able to explain the seven steps to a marketing plan. The students will be able to use internal and external research to develop a marketing plan. Through the collection and interpretation of organized data, business persons and entrepreneurs are able to make informed decisions. Analyzing relationships between financial quantities and components will show patterns of various data.		<u>Essential/Guiding Question:</u> What are the core standards of marketing for a popular sports or entertainment event? How is the economy affected by sports marketing? What is the marketing concept for sports and entertainment events? Why must sports and entertainment venues conduct research to keep repeat customers? How do target markets and market segments affect a business's marketing efforts? What is an outstanding customer service culture, and why is it important at sports and entertainment events? Why do investors chance losing money, and what do they need to know to profit? How do sports and environment businesses achieve profitability? What are the sources and categories of business risk, and how are they managed? What does ethics mean in sports and entertainment marketing, and what impact does unethical behavior have? What impacts do major international events and politics have on sports and entertainment? How have global trends and global communications changed the sports and entertainment industries? How do cultural and gender diversity relate to the popularity of sports and entertainment? What is the role of travel and tourism in sports and entertainment, why is multi generationalism a factor? How do labor relations affect the sports and entertainment industries? What roles do agents, handlers, and advisers play a1 an athlete's personal and professional

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	<p>life?</p> <p>Why is a business plan important to the success of entrepreneurs?</p> <p>How do the four functions of a human resources department help attract and retain good employees?</p> <p>What interpersonal, leadership, and communication traits are necessary for success?</p> <p>What are the characteristics and skills needed for success in a sports and entertainment marketing career?</p> <p>Why is it important to become actively involved in a professional organization?</p> <p>Why is professional development important throughout your career?</p>
<p>Content:</p> <p>Sports Management</p> <p>Entertainment Marketing</p> <p>Putting the Customer First</p> <p>Sports and Entertainment Means Business</p> <p>The Wide World of Sports and Entertainment</p> <p>Marketing-Information Management</p> <p>The Product is Sports and Entertainment</p> <p>Managing the Channels</p> <p>The Economics of Supply and Demand</p> <p>Sports and Entertainment Promotion</p> <p>Promotional Planning</p> <p>Selling Sports and Entertainment</p> <p>The Marketing Game Plan</p> <p>Sports and Entertainment Legal Issues</p> <p>Business Ownership and Leadership</p> <p>Scoring a Career</p> <p>Work Based Learning</p> <p>Field trips to stadiums</p> <p>Speakers in reference to marketing/advertising</p>	<p>Skills(Objectives):</p> <p>Describe the basic concepts of marketing</p> <p>Explain the marketing mix</p> <p>Define the seven core standards of marketing and financing</p> <p>Define sports marketing</p> <p>Explain the value of sports marketing to the economy</p> <p>Define entertainment</p> <p>Describe the evolution of entertainment marketing</p> <p>Explain the central focus of the marketing concept</p> <p>Explain the reasons for increased sports and entertainment options</p> <p>Explain the importance of understanding buyer behavior when making marketing decisions</p> <p>List and describe means of collections marketing information for use in decision making</p> <p>Define target market and market segment</p> <p>Describe how businesses use market segmentation</p> <p>Explain the importance of outstanding customer service</p> <p>Explain what it means to establish a service culture</p> <p>Explain the importance of the profit motive the business</p> <p>Summarize the impact of limited resources on the business plan</p>
<p>Interdisciplinary Connections:</p> <p>Computer Science and Design Thinking</p> <ul style="list-style-type: none"> 8.2.12.ED.1: Use research to design and create a product or system that addresses a problem and make modifications based on input from potential consumers. 8.2.12.ED.2: Create scaled engineering drawings for a new product or system and make modifications to increase optimization based on feedback. 8.2.12.ED.5: Evaluate the effectiveness of a product or system based on factors that are related to its requirements, specifications, and constraints (e.g., safety, reliability, economic considerations, quality control, environmental concerns, manufacturability, maintenance and repair, ergonomics). 8.2.12.NT.1: Explain how different groups can contribute to the overall design of a product. 8.2.12.NT.2: Redesign an existing product to improve form or function. <p>English Language Arts Companion Standards</p> <ul style="list-style-type: none"> WHST.11-12.4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. 	

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- NJSLSA.W1: Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Stage 2: Assessment Evidence

Performance Task(s):

Allocates time, money, materials, space, and human resources.
Participates as a member of a team, teaches others, serves customers, exercises leadership, negotiates, and works well with people from culturally diverse backgrounds.
Acquires and evaluates data, organizes and maintains files, interprets and communicates, and uses computers to process information
Understands social, organizational, and technological systems; monitors and corrects performance; and can design or improve systems.
Selects equipment and tools
Applies technology to specific tasks
Maintains and troubleshoots equipment.

Other Evidence:

Daily Do-Now activities
Vocabulary
Sketches/research
Participation
Following Class Procedures
Projects assessed using rubrics focused on skills taught, safety protocols and processes used

Stage 3: Learning Plan

Learning Opportunities/Strategies:

Whole group learning with teacher lecture, discussion, and demonstration
Guided practice
Independent practice
Small group instruction
Individual instruction
Cooperative learning

Resources:

Sports & Entertainment Marketing 4e South-Western Textbook
Sports & Entertainment Marketing 4e South-Western Student companion suite online
Virtual Business Sports & Entertainment online simulation
www.knowledgematters.com
PowerPoint Slides
Videos

Social Studies Resources:

- [6.3 Suggested Framework K-12](#)
- [NJ Commission on Holocaust Education](#)
- [Facing History and Ourselves](#)
- [New Jersey Historical Commission](#)
- [Library of Congress](#) (Primary Sources)
- [National Archives](#) (Primary Sources)
- [Newsela](#)
- [PBS Learning Media](#)
- [Stanford History Education Group](#)
- [Zinn Education Project](#)

Amistad Resources for Social Studies:

- [The New Jersey Amistad Commission Interactive Curriculum](#)

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	<ul style="list-style-type: none"> • New Jersey State Board Foundation • Civil Rights Teaching • Black Past <p>AAPI Resources for Social Studies:</p> <p>LGBT and Disabilities Resources:</p> <ul style="list-style-type: none"> • LGBTQ-Inclusive Lesson & Resources by Garden State Equality and Make it Better for Youth • LGBTQ+ Books <p>DEI Resources:</p> <ul style="list-style-type: none"> • Learning for Justice • GLSEN Educator Resources • Supporting LGBTQIA Youth Resource List • Respect Ability: Fighting Stigmas, Advancing Opportunities • NJDOE Diversity, Equity & Inclusion Educational Resources • Diversity Calendar <p><i>*Be sure to only include applicable resources.</i></p>
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Differentiation

*Please note: Teachers who have students with 504 plans that require curricular accommodations are to refer to Struggling and/or Special Needs Section for differentiation

High-Achieving Students	On Grade Level Students	Struggling Students	Special Needs/ELL
<ul style="list-style-type: none"> • Visual Learning • Auditory Learning • Progress/Advance to the Next Activity • Modify our curriculum content based on student's ability level • Use a consistent daily routine • Students may redo any assignment any time with no penalty 	<ul style="list-style-type: none"> • Visual Learning • Auditory Learning • Quizzes and Tests are modified • Extra time is given on assignments • Preferential Seating • Individualized Instruction • Tutoring • Modify our curriculum content based on student's ability level • Use a consistent daily routine • Students may redo any 	<ul style="list-style-type: none"> • Visual Learning • Auditory Learning • Quizzes and Tests are modified • Extra time is given on assignments • Preferential Seating • Individualized Instruction • Tutoring • Modify our curriculum content based on student's ability level • Use a consistent daily routine 	<ul style="list-style-type: none"> • IEP is followed • Visual Learning • Auditory Learning • Quizzes and Tests are modified • Extra time is given on assignments • Preferential Seating • Individualized Instruction • Tutoring • Modify our curriculum content based on student's ability level • Use a consistent daily routine • Break down tasks into manageable units • Allow for repetition and/or clarification of directions • Students may redo any assignment any time with no penalty.

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	assignment any time with no penalty	<ul style="list-style-type: none"> • Break down tasks into manageable units • Allow for repetition and/or clarification of directions • Students may redo any assignment any time with no penalty 	<p>Any student requiring further accommodations and/or modifications will have them individually listed in their 504 Plan or IEP. These might include, but are not limited to: breaking assignments into smaller tasks, giving directions through several channels (auditory, visual, kinesthetic, model), and/or small group instruction for reading/writing</p> <p>ELL supports should include, but are not limited to, the following::</p> <p>Extended time Provide visual aids Repeated directions Differentiate based on proficiency Provide word banks Allow for translators, dictionaries</p>
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Pacing Guide

Course Name	Content/Resources	Standards
90 Days	Sports & Entertainment Marketing 4e South-Western Textbook Sports & Entertainment Marketing 4e South-Western Student companion suite online Virtual Business Sports & Entertainment online simulation www.knowledgematters.com PowerPoint Slides Videos	9.3.12.BM.1 Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision-making in business. 9.3.12.BM.2 Describe laws, rules and regulations as they apply to effective business operations. 9.3.12.BM.3 Explore, develop and apply strategies for ensuring a successful business career. 9.3.12.BM.4 Identify, demonstrate and implement solutions in managing effective business customer relationships. 9.3.12.BM.5 Implement systems, strategies and techniques used to manage information in a business. 9.3.12.BM.6 Implement, monitor and evaluate business processes to ensure efficiency and quality results. 9.3.12.BM-BIM.1 Describe and follow laws and regulations affecting business operations and transactions. 9.3.12.BM-BIM.2 Plan, monitor, manage and maintain the use of

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		<p>financial resources to ensure a business's financial wellbeing.</p> <p>9.3.12.BM-BIM.3 Access, evaluate and disseminate information for business decision making.</p> <p>9.3.12.BM-BIM.4 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.</p> <p>9.3.12.BM-BIM.5 Plan, organize and manage an organization/department to achieve business goals.</p> <p>9.3.12.BM7MGT.3 Apply economic concepts fundamental to global business operations.</p> <p>9.3.12.BM7MGT.4 Employ and manage techniques, strategies and systems to enhance business relationships.</p> <p>9.3.12.BM7MGT.5 Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.</p> <p>9.3.12.BMIMGT.6 Plan, monitor and manage day-to-day business activities to sustain continued business functioning.</p> <p>9.3.12.BM7MGT.7 Plan, organize and manage an organization/department to achieve business goals.</p> <p>9.3.12.BM7MGT.8 Create strategic plans used to manage business growth, profit and goals.</p>
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