

New Unit 1: Strategies Used In the Sports and Entertainment Industry

Content Area: **Applied Tech**
Course(s): **Generic Course**
Time Period: **Marking Period 1**
Length: **4 weeks**
Status: **Published**

Standards

Business Standards

12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
12.9.3.MK.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
12.9.3.MK.6	Select, monitor and manage sales and distribution channels.
12.9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
12.9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MGT.7	Communicate information about products, services, images and/or ideas.
12.9.3.MK-RES.2	Design and conduct research activities to facilitate marketing business decisions.
12.9.3.MK-RES.3	Use information systems and tools to make marketing research decisions.
TECH.9.4.12.CI.1	Demonstrate the ability to reflect, analyze, and use creative skills and ideas (e.g., 1.1.12prof.CR3a).
TECH.9.4.12.CT.4	Participate in online strategy and planning sessions for course-based, school-based, or other project and determine the strategies that contribute to effective outcomes.
TECH.9.4.12.TL.4	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).

Transfer Goals

Transfer Goals

Students will be able to independently use their learning to understand that marketing techniques surround us in our lives and play an important economic role in our society.

Concepts

Essential Questions

- What is Marketing?
- How do sports and entertainment marketers use marketing strategies to entice consumer purchases?
- What are some common careers available in the sports and entertainment marketing fields?
- What are the necessary steps in planning a new product for the sports & entertainment industry?
- What importance do sports and entertainment have economically in our society?
- Why are communication and collaboration critical to the success of a business?

Understandings

How do sports and entertainment marketers use marketing strategies to entice consumer purchases?

What are some common careers available in the sports and entertainment marketing fields?

What are the necessary steps in planning a new product for the sports & entertainment industry?

What importance do sports and entertainment have economically in our society?

What is Marketing?

Why are communication and collaboration critical to the success of a business?

Critical Knowledge and Skills

Knowledge

Students will know:

- Critical Thinking and Problem Solving
- Demographics
- Information Literacy
- Initiative and Self-direction
- Target Market and Common Examples
- The 4P's of Marketing

Skills

Students will be able to:

- Define marketing and explain the impact which marketing and more specifically, sports marketing, has on our society and its consumers
- Develop a target market for the sports and entertainment industry
- Identify and apply the 4 P's of the marketing mix within the industry

Assessment and Resources

School Formative Assessment Plan (Other Evidence)

Do Now's

Guided Notes

Classwork Activities

Professionalism

Team/Individual Projects

Fantasy Football Updates/Spreadsheets

Article Analysis

Kahoot Reviews

School Summative Assessment Plan

Chapter Test (Multiple Choice, T/F, Short Answer, Open Ended)

Primary Resources

Glencoe Marketing Series- Sports & Entertainment Marketing Text, CD

<https://kwhs.wharton.upenn.edu/>

Video links (30:30 ESPN, Prime Video, Netflix)

Supplementary Resources

Technology Integration and Differentiated Instruction

Technology Integration

● Google Products

- Google Classroom - Used for daily interactions with the students covering a vast majority of different educational resources (Daily Notes, Exit Tickets, Classroom Polls, Quick Checks, Additional Resources/ Support, Homework, etc.)
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● One to One Student's laptop

- All students within the West Deptford School District are given a computer, allowing for 21st century learning to occur within every lesson/topic.

● Additional Support Videos

The videos below are just examples of videos that can be used to support each of the Lessons within this

Topic.

Differentiated Instruction

Gifted Students (N.J.A.C.6A:8-3.1)

Within each lesson, the Gifted Students are given choice on topic and subject matter allowing them to explore interests appropriate to their abilities, areas of interest and other courses.

English Language Learners (N.J.A.C.6A:15)

Within each lesson, the English Language Learners are given choice of topic and resources so that their materials are within their ability to grasp the language.

All assignments have been created in the student's native language.

Work with ELL Teacher to allow for all assignments to be completed with extra time.

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Interdisciplinary Connections

MATH - Product Pricing, Staffing, Logistics (calculating optimal points)

SCIENCE - Psychology of Marketing, Product design

ELA- Article Analysis- current event reflections, written marketing plans and promotional strategies, verbal/visual presentations.

GLOBAL AWARENESS - Global perspective activity built into each unit

Learning Plan / Pacing Guide

Week 1:

Syllabus Review

Google Classroom Set Up

Intro Email (proper etiquette, obtain personal info and learning requests)

Logo Game

College Sports/ Entertainment Poster (Pre-assessment)

Week 2:

CH1 Notes, 4 P's graphic organizer

4 P's activity

4 P's Project

Week 3:

Fantasy Draft

CH1 Review/TEST

Olympic Project

Week 4:

Fantasy Football Update

Olympic Project

Review CH1 Test

New Unit 2: The Economic and Cultural Impact of the Sports and Entertainment Industry

Content Area: **Applied Tech**
Course(s): **Generic Course**
Time Period: **Marking Period 1**
Length: **4 weeks**
Status: **Published**

Standards

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Transfer Goals

Transfer Goals

Students will be able to independently use their learning to understand that marketing techniques surround us in our lives and play an important economic role in our society.

Concepts

Essential Questions

- How did sports and entertainment become a multi-billion dollar industry?
- What is Marketing?
- What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?
- Why are communication and collaboration critical to the success of a business?
- Why would a consumer spend \$1,500 on a Super Bowl ticket?

Understandings

Marketing is an essential part of any company and greatly impacts the spending and buying decisions of all consumers

Critical Knowledge and Skills

Knowledge

Students will know:

Communism, Socialism, Free-Enterprise System
Economics
Equilibrium
Mixed Economic Systems

Supply vs. Demand
Traditional, Market, and Command Systems

Skills

Students will be able to:

Explain how the culture of the industry affects our lifestyles

Identify the economic impact of a sporting or entertainment venue within a geographical location

Assessment and Resources

School Formative Assessment Plan (Other Evidence)

Do Now's

Guided Notes

Classwork Activities

Professionalism

Team/Individual Projects

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Article Analysis

Kahoot Reviews

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Chapter Test (Multiple Choice, T/F, Short Answer, Open Ended)

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Supplementary Resources

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GLOBAL AWARENESS - Global perspective activity built into each unit

Learning Plan / Pacing Guide

Week 5:

Fantasy Football Project Update

CH2 Notes

Product Tie- In Activity

Week 6:

Fantasy Football Project Update

Ch 2 Notes

Sponsor Activity

CH 2 Review/TEST

Week 7:

Fantasy Football Project Update

CH3 Notes

Nascar Activity

Week 8:

Fantasy Football Update

CH3 Notes

Phillies Website Activity

Paralympic Activity

New Unit 3: Advertising and Promotion

Content Area: **Applied Tech**
Course(s): **Generic Course**
Time Period: **Marking Period 1**
Length: **4 weeks**
Status: **Published**

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Transfer Goals

Transfer Goals

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Concepts

Essential Questions

How and why are product endorsements utilized in the fields of sports and entertainment?
How does branding influence your buying decisions in the sports & entertainment industry?
What is Marketing?
Why are athletes and celebrities used to influence brand loyalty in the industry?
Why are communication and collaboration critical to the success of a business?

Understandings

Marketing is an essential part of any company and greatly impacts the spending and buying decisions of all consumers

Critical Knowledge and Skills

Knowledge

Students will know:

- Advertising
- Parts of the Promotional Mix
- Product Promotion v. Institutional Promotion
- Promotional Mix
- The Goal of Advertising
- The Goal of Promotion
- Types of Broadcast Media
- Types of Consumer Promotions
- Types of Internet Advertising
- Types of Print Media
- Types of Specialty Media & Other Advertising

Skills

Students will be able to:

Describe the corporate benefits of branding and licensing

Develop a promotional strategy for an athlete and/or entertainer

Identify the roles of advertising and sales promotion in the sports and entertainment industry

Identify the roles of public relations and personal selling in the sports and entertainment industry

Assessment and Resources

School Formative Assessment Plan (Other Evidence)

Do Now's

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Classwork Activities

Professionalism

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ELA- Article Analysis- current event reflections, written marketing plans and promotional strategies, verbal/visual presentations.

GLOBAL AWARENESS - Global perspective activity built into each unit

Learning Plan / Pacing Guide

Week 9:

Fantasy Football Project Update

CH3 Notes

WNBA Activity

Virtual Business- DECA Challenge

Week 10:

Fantasy Football Project Update

Virtual Business- DECA Challenge

CH3 Project

Week 11:

Fantasy Football Project Update

CH3 Project

ESPN - The Dotted Line

Week 12:

CH 4 Notes

Ch4 Sports Products- Franchise: Undercover Boss

New Unit 4: The Sports Market

Content Area: **Applied Tech**
Course(s): **Generic Course**
Time Period: **Marking Period 1**
Length: **4 weeks**
Status: **Published**

Standards

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Transfer Goals

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Students will be able to independently use their learning to understand that marketing techniques surround us in our lives and play an important economic role in our society.

Concepts

Essential Questions

How has technology influenced the sports and entertainment industry?

What is Marketing?

What is the future of sports and entertainment industry?

What type of sporting and entertainment venues have emerged over recent years?

Why are communication and collaboration critical to the success of a business?

Understandings

Marketing is an essential part of any company and greatly impacts the spending and buying decisions of all consumers

Critical Knowledge and Skills

Knowledge

Students will know:

High school sports

NCAA

Olympics

Paralympics

Recreational sports

Sports marketing

Title IX

Youth sports

amateur athlete

amateur rule
college and university sports
professional athlete

Skills

Students will be able to:

Compare and contrast how music, movies, and entertainment have evolved over time.
Compare and contrast the changes that have occurred over time with sports in America.
Describe how technology has influenced the industry.

Assessment and Resources

School Formative Assessment Plan (Other Evidence)

Do Now's

Guided Notes

Classwork Activities

Professionalism

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Learning Plan / Pacing Guide

Week 13:

Fantasy Football Project Update

CH4 Notes

Grassroots Marketing Article and Answer Questions- share google doc

Chapter 4 Review/TEST

Week 14:

Fantasy Football Project Update

CH4 Project

CH5 Notes

Week 15:

CH5 Notes

Google Doc Activity 1- SWOT Analysis

Google Doc- Activity 2-Go to website and explore the 4 stages – write a short description of each stage

Week 16:

CH5 Notes

Google Activity 3- Case Study

Ch5 Notes Part 2Pricing

Pricing Activity

New Unit 5: Branding, Licensing, Market Research and Creating a Franchise

Content Area: **Applied Tech**
Course(s): **Generic Course**
Time Period: **Marking Period 1**
Length: **3 weeks**
Status: **Published**

Standards

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Transfer Goals

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Concepts

Essential Questions

How can an individual purchase a sports franchise?

What are the legal entities involved in starting a business in the sports and entertainment marketing industry?

What career opportunities are available in the sports and entertainment marketing industry?

What is Marketing?

Why are communication and collaboration critical to the success of a business?

How does an athlete or entertainer make money during their career as well as their post-career?

Why is legal protection essential in the sports & entertainment industry?

Understandings

Marketing is an essential part of any company and greatly impacts the spending and buying decisions of all consumers

Critical Knowledge and Skills

Knowledge

Students will know:

Endorsements

Guidelines to follow when developing a brand name

Licensing

Market research

Observation method

Primary research

Sponsorships

brand

brand name

focus groups

questionnaires

secondary research

survey method

trade name

trademark

Skills

Students will be able to:

Explain the significance of brand identity, trademarks and copyrights

Explore opportunities to further the advancement in the sports and entertainment industry

Explore the legal process involved in acquiring and maintaining a business within the sports and entertainment industry.

Identify the steps involved in the creation of a sports franchise

Research the costs involved in creating an infrastructure needed to build an event venue within the industry.

Assessment and Resources

School Formative Assessment Plan (Other Evidence)

Do Now's

Guided Notes

Classwork Activities

Professionalism

Team/Individual Projects

Fantasy Football Updates/Spreadsheets

Article Analysis

Kahoot Reviews

School Summative Assessment Plan

FINAL (Multiple Choice, T/F, Short Answer, Open Ended) Link It

Primary Resources

Glencoe Marketing Series- Sports & Entertainment Marketing Text, CD

<https://kwhs.wharton.upenn.edu/>

Video links (30:30 ESPN, Prime Video, Netflix)

Supplementary Resources

Technology Integration and Differentiated Instruction

Technology Integration

● Google Products

- Google Classroom - Used for daily interactions with the students covering a vast majority of different educational resources (Daily Notes, Exit Tickets, Classroom Polls, Quick Checks, Additional Resources/ Support, Homework, etc.)
- GAFE (Google Apps For Education) - Using various programs connected with Google to collaborate within the district, co-teachers, grade level partner teacher, and with students to stay connected with the content that is covered within the topic. Used to collect data in real time and

see results upon completion of the assignments to allow for 21st century learning.

- **One to One Student's laptop**

- All students within the West Deptford School District are given a computer, allowing for 21st century learning to occur within every lesson/topic.

- **Additional Support Videos**

The videos below are just examples of videos that can be used to support each of the Lessons within this Topic.

Differentiated Instruction

Gifted Students (N.J.A.C.6A:8-3.1)

- Within each lesson, the Gifted Students are given choice on topic and subject matter allowing them to explore interests appropriate to their abilities, areas of interest and other courses.

English Language Learners (N.J.A.C.6A:15)

- Within each lesson, the English Language Learners are given choice of topic and resources so that their materials are within their ability to grasp the language.
- All assignments have been created in the student's native language.
- Work with ELL Teacher to allow for all assignments to be completed with extra time.

At-Risk Students (N.J.A.C.6A:8-4.3c)

- Within each lesson, the at-risk students are given choice of topic and resources so that their materials are within their ability level and high-interest.

Special Education Students (N.J.A.C.6A:8-3.1)

- Within each lesson, special education students are given choice of topic and resources so that their

materials are within their ability level and high-interest.

☐ All content will be modeled with examples and all essays are built on a step-by-step basis so modifications for assignments in small chunks are met.

All other IEP modifications will be honored (ie. hard copies of notes, directions restated, etc.)

Interdisciplinary Connections

MATH - Product Pricing, Staffing, Logistics (calculating optimal points)

SCIENCE - Psychology of Marketing, Product design

ELA- Article Analysis- current event reflections, written marketing plans and promotional strategies, verbal/visual presentations.

GLOBAL AWARENESS - Global perspective activity built into each unit

Learning Plan / Pacing Guide

Week 17:

Under Armour Article- Discuss at table

Marketing Plan Completion

Presentations

Week 18:

Marketing fails- XFL

Final Exam Review/ FINAL

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