

# Saint Patrick High School

## Curriculum Guide

<b>Department:</b>	Social Studies	<b>Grade and Level:</b>	10-12
<b>Class:</b>	Sports and Entertainment Marketing	<b>Term (Semester or Year):</b>	Semester

<b>Required Text:</b>	• Sports and Entertainment Marketing, 3rd Edition by Ken Kaser, Dotty Boen Oelker © 2008 Thomas South-Western
<b>Additional Resources (i.e. texts, materials, apps, etc.):</b>	<u>iPad Apps:</u> iTunes U, GoodReader, iMovie, Keynote, Pages

## Course Description

Sports and Entertainment Marketing is a unique and innovative course designed for students with an interest in the sports and entertainment industry. This course stresses the utilization of fundamental marketing concepts and will include an orientation to the sports and entertainment industry. Marketing strategies along with topics in sponsorship, pricing, marketing research, endorsements, and promotions will be part of this course.

## Academic Standards Addressed (CCSS or equivalent):

- CCSS
- CCSS

## Unit Themes (Table of Contents)

<b>Theme 1:</b>	Basics of Marketing
<b>Theme 2:</b>	Risk Management
<b>Theme 3:</b>	Industry Segmentation and Marketing Concept
<b>Theme 4:</b>	Marketing Plan
<b>Theme 5:</b>	Promotion
<b>Theme 6:</b>	Supply and Demand
<b>Theme 8:</b>	Choosing and Preparing for a Career

## Agreed Upon Assessments

Forms of assessments may include but are not limited to....

- Section quizzes
- Chapter or Unit exams
- Class discussions
- Guided reading worksheets
- Group projects
- Critical Thinking responses

## Research and Writing Expectations

Students will be expected to use critical thinking to write short responses that relate to real world experiences. Students also write be expected to respond to essay questions on test and quizzes.

<b>Unit: 1</b>	Basics of Marketing	<b>Duration:</b>	
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### **Essential Questions:**

- What is the definition of Marketing?
- What are the parts of a Marketing Mix?
- How does a person's discretionary income affect the efforts of marketing?
- What are the 6 core standards of Marketing?
- What is the importance of creating a demographic for your product?
- How is sports and entertainment marketing in the marketing world?

### **Affirmation Statements:**

Students will be able to...:

- define marketing in their own words
- create a marketing mix for a given product
- list and define the 6 core standards of marketing
- identify ways customers can be broken down into demographics
- explain how the sports and entertainment worlds can be effectively used to market products

### **Common Assessments:**

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<b>Unit:</b>	Risk Management	<b>Duration:</b>	
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### **Essential Questions:**

- What are the 4 types of economic utilities and why is it important to improve these utilities?
- What are the categories of Risk that a business must address?
- How can a business manage risk?

### **Affirmation Statements:**

Students will be able to...:

- define *form, time, place* and *possession utilities*
- group risks into *Natural, Human, and Economic* categories
- classify a risk as *Gain/Loss, Controllable, or Insurable*
- list the strategies involved in risk management (risk avoidance, risk insurance, risk transfer, risk retention)

### **Common Assessments:**

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<b>Unit:</b>	Industry Segmentation and Marketing Concept	<b>Duration:</b>	
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### Essential Questions:

- Why is it important for marketing to break industries into subdivisions?
- What is the difference between *Industry Standards, Norms, and Trends*?
  - Why must we use these when selling products?
- How has globalization impacted the marketing world?
- What is the “Marketing Concept?”
- What are the effects of an increase in product options to consumers in a given industry?
- What is the difference between a person’s need and want; how do we as marketers use this to our advantage?
- What is the difference between *emotional, rational, and patronage purchases*?
- Where can a business find data needed for marketing?
- What is a target market and why is it important to identify one when selling a product?
- How can a target market be segmented?

### Affirmation Statements:

Students will be able to...:

- break a given industry down into segments and explain how this changes the ways to effectively market a product
- give example of industry standards, trends and norms found in the real world
- define globalization
- look at industries outside the US and discover ways to use these markets to benefit a company
- explain the marketing concept and why it is important that a company constantly be updating their activities to ensure they are meeting the customers’ needs
- explain how an increase in options for customers encourages more competition, requires a higher quality of product, and lowers overall prices
- identify whether a purchase is made due to emotional, rational, or patronage reason
- determine if data is *internal* or *external* and *primary* or *secondary*
- break down a target market into subsegments: *geographic, demographic, psychographic* or *behavioral-based*

### Common Assessments:

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<b>Unit:</b>	Marketing Plan	<b>Duration:</b>	
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### **Essential Questions:**

- What is the importance between a tactic and strategy?
- Why must a business look at a competitor's marketing mix?
- What are the parts of a Marketing Plan?

### **Affirmation Statements:**

Students will be able to...:

- identify companies tactics and strategies
- look at a product and determine what its marketing mix is and how to develop a product that can compete with said product
- define: *applied research, touchpoints, and test marketing*
- list and explain the 3 components of a marketing plan
  - Analysis; Strategy; Implementation
- right a mission statement for a business
- create a complete marketing plan for a new product

### **Common Assessments:**

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<b>Unit:</b>	Promotion	<b>Duration:</b>	
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### **Essential Questions:**

- What are the major goals of Promotion?
- What are the four elements of Promotion?
- How does advertising and publicity differ?
- How has product placement evolved and why is it becoming more and more common?
- Who is responsible for a company's image to the public? How is this image "control?"

### **Affirmation Statements:**

Students will be able to...:

- define the goal of promotion
- identify and categorize promotion activities as either *advertising, publicity, sales promotions, or personal selling*.
- identify the usage of product placement and understand how technology such as DVRs has raised the need for this form of advertising
- list the steps a company must take to be sure to have a cost effective advertising campaign
- understand how a company uses a Public Relations department to manage with public image and perform damage control when negative messages are being said of their company
- give examples of sales promotions and explain how these examples can increase sales

### **Common Assessments:**

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<b>Unit:</b>	Supply and Demand	<b>Duration:</b>	
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### **Essential Questions:**

- What is the law of supply?
- What is the law of demand?
- What causes a supply curve to increase/decrease?
- What causes a demand curve to increase/decrease?
- How is price affected by supply and demand?
- What are some effective pricing strategies?

### **Affirmation Statements:**

Students will be able to...:

- draw an accurate supply and demand curve graph
- manipulate a supply and demand curve graph by correctly increasing and decreasing supply and demand
- show how a rise or fall in supply and/or demand can affect a price of a product
- determine whether a supply curve or demand curve will be affected by a situation
  - ex. a drought during the growing season will cause a drop in supply of corn
- identify the strategies businesses use when pricing a product

### **Common Assessments:**

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<b>Unit:</b>	Choosing and Preparing for a Career	<b>Duration:</b>	
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### **Essential Questions:**

- What are the major categories of career choices in Marketing?
- What are the steps a person must take to get hired?
- How do you create an effective resume?
- What is the purpose of a resume and cover letter?
- Where are some places a person can look to find a career that best fits their needs?

### **Affirmation Statements:**

Students will be able to...:

- navigate through the Bureau of Labor's *Occupational Outlook Handbook* website and research careers of interest
- understand the skills needed to successfully appeal to future employers
- write a cover letter and resume
- prepare for an interview in the real world

### **Common Assessments:**

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<b>Unit:</b>		<b>Duration:</b>	
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**Essential Questions:**

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**Affirmation Statements:**

Students will be able to....:

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**Common Assessments:**

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## Appendix

### **CCSS Resources**

Common Core Website: <http://www.corestandards.org/read-the-standards/>

Common Core App:

### **Essential Questions**

Essential Questions help structure and plan an academic unit. For information regarding developing Essential Questions, please refer to the file shared with you on Google Drive.

### **Affirmation Verbage (Action Words)**

Examples of Action Verbs:

Discuss, recall, state, measure, identify, collect, create, hypothesize, analyze, identify, define, describe