

## Sports and Entertainment Marketing Curriculum Map: 2023-24 School Year

Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 1 History & Evolution of SEM	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Critically evaluate information from multiple sources.</p> <p>(4) Using contemporary technology, produce documents of publication quality for specific purposes and audiences; exhibit clarity of focus; logic of organization, appropriate elaboration and support and overall coherence.</p> <p>(5) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define the acronym SEM</li> <li>Identify factors that contributed to the growth of the sports and entertainment industry</li> <li>Understand the concept of “fandom” and its importance to the business of sports and entertainment</li> <li>Discuss the impact specific individuals had on the evolution of the industry</li> <li>Discuss the impact that the COVID-19 pandemic has had on the industry</li> <li>Recognize specific milestones relevant to industry growth</li> </ul>	<p>→ What is SEM?</p> <p>→ What factors contributed to the growth of the sports and entertainment industry?</p> <p>→ How has the COVID-19 health crisis impacted the sports and entertainment industry?</p> <p>→ Have all segments of the industry been impacted in the same way by COVID-19 pandemic?</p> <p>→ Do you think the industry will recover? Why or why not? How?</p> <p>→ Why do you think leagues like the NBA, MLB, MLS, NFL, and NHL all are engaged in efforts to build their brands internationally?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Introducing SEM – Classroom Trivia PPT</li> <li>Unit 1 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Introductory Activity:</p> <ul style="list-style-type: none"> <li>Introducing SEM Trivia Game</li> </ul> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>FIFA 2023 by the Numbers</li> <li>Olympic Games by the Numbers</li> </ul> <p>Activities:</p> <ul style="list-style-type: none"> <li>Fantasy Sports PPT</li> <li>Industry Pioneers PDF</li> <li>TV Ratings activity</li> </ul> <p>Project:</p> <ul style="list-style-type: none"> <li>Global Expansion project</li> <li>Fandom project</li> </ul>

### Enduring Understanding(s)

Students will gain an understanding of the evolution of sports and entertainment as it relates to business. Identifying industry “pioneers” and important milestones will assist students in the comprehension of how the sports and entertainment industry has become the multi-billion-dollar industry it is today.

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 2 What is SEM	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Critically evaluate information from multiple sources.</p> <p>(4) Using contemporary technology, produce documents of publication quality for specific purposes and audiences; exhibit clarity of focus; logic of organization, appropriate elaboration and support and overall coherence.</p> <p>(5) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define sports marketing and entertainment marketing</li> <li>Explain the two primary types of sports and entertainment marketing</li> <li>Compare and contrast sports marketing and entertainment marketing</li> <li>Describe the seven functions of marketing</li> <li>Understand what makes sports and entertainment products unique</li> <li>Explain the concept of competition for entertainment dollars</li> <li>Identify the five P's of event marketing</li> <li>Explain the event triangle</li> <li>Explain the primary challenges that lie ahead in the sports and entertainment business</li> </ul>	<p>→ What is sports and entertainment marketing?</p> <p>→ Explain the two primary types of sports and entertainment marketing</p> <p>→ What is commercialism?</p> <p>→ What are the 5 P's of event marketing?</p> <p>→ What role does corporate support play in event marketing?</p> <p>→ What are the 3 key components of the event triangle?</p> <p>→ What is meant by the term "elusive fan"?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Stadium/Facility Creation Project</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 2 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>Fortnite World Cup PPT</li> <li>Sneaker innovations PPT</li> <li>XFL Reboot PPT</li> <li>Unique Venues PPT</li> </ul> <p>Activity:</p> <ul style="list-style-type: none"> <li>Fortnite Collabs/Cross Promotion Activity</li> </ul> <p>Project:</p> <ul style="list-style-type: none"> <li>Theme park project</li> <li>Fringe Sports Project</li> <li>Event marketing</li> </ul>

### Enduring Understanding(s)

Students will begin to familiarize themselves with general marketing principles that are integrated within the framework of sports and entertainment business. Students will begin to understand the marketing philosophies such as defining the primary marketing functions and understanding what industry marketers are trying to achieve as well as how innovation and advances in technology have changed not the sports and entertainment marketplace.

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 3 Introduction to Sports and Entertainment Business Principles	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Critically evaluate information from multiple sources.</p> <p>(4) Using contemporary technology, produce documents of publication quality for specific purposes and audiences; exhibit clarity of focus; logic of organization, appropriate elaboration and support and overall coherence.</p> <p>(5) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(6) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define and provide examples of sports and entertainment industry segments</li> <li>Understand the importance of media (broadcast) rights</li> <li>Explain the concept of revenue streams and why they are important to an organization</li> <li>Understand the general financial structure of a sports franchise</li> <li>Recognize how entertainment companies generate revenue</li> <li>Understand how professional sport organizations incur expenses</li> <li>Define and understand the importance of product placement</li> <li>Provide examples of promotional tie-ins in the entertainment business</li> <li>Describe industry trends</li> <li>Understand the concept of economic impact</li> </ul>	<ul style="list-style-type: none"> <li>→ What are broadcast rights?</li> <li>→ What is revenue?</li> <li>→ What revenue streams do you think sports organizations rely on to achieve profitability?</li> <li>→ What are the various ways that sports franchises can generate revenue?</li> <li>→ What is an expense?</li> <li>→ How is net profit and/or net loss determined?</li> <li>→ What is product placement?</li> <li>→ What are promotional tie-ins?</li> <li>→ What are ancillary products?</li> </ul>	<ul style="list-style-type: none"> <li>→ Participation in class discussion, activities, and any associated presentations</li> <li>→ Student Notes</li> <li>→ Homework</li> <li>→ Exam</li> <li>→ Student Activities</li> </ul>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Class Discussions:</p> <ul style="list-style-type: none"> <li>Review the Green Bay Packers financials during the 2022-2023 (Highlight Revenue, Expense, Profit)</li> <li><b>Barbie Mania PPT</b></li> <li>Business of Pay-Per-View PPT</li> <li>Biggest Film Franchises All-Time PPT</li> <li>Super Bowl LVI Economic Impact PPT deck</li> <li>ESPN "The Ocho" (in the textbook)</li> </ul> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 3 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Activities</p> <ul style="list-style-type: none"> <li>Netflix Stranger Things PPT</li> <li>Pop-Up Store PPT and activity</li> </ul>

### Enduring Understanding(s)

Students will gain an understanding of the basic principles that create the foundation for the business of sports and entertainment. Students will explore the many segments that make up the industry and gain an understanding of how sports and entertainment organizations generate revenues in an effort achieve profitability.

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 4/5 Marketing Applications	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Represent and organize data by creating lists, charts, tables, frequency distributions, graphs, scatterplots, and boxplots.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the marketing concept</li> <li>• Identify the components of the marketing mix</li> <li>• Define target market</li> <li>• Identify the four primary forms of segmentation</li> <li>• Illustrate the concept of positioning</li> <li>• Differentiate between customer and consumer</li> <li>• Explain the importance of market research</li> <li>• Identify specific forms of advertising and explain why businesses advertise</li> <li>• Understand the concept of digital marketing</li> </ul>	<p>→ What is a need? What is a want?</p> <p>→ What are the 3 components of the exchange process?</p> <p>→ Why are marketing activities so important to business?</p> <p>→ What are the 4 P's of marketing?</p> <p>→ What is a target market?</p> <p>→ What is a niche market?</p> <p>→ What are the four primary forms of market segmentation?</p> <p>→ What is advertising?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Student Activities</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Class Discussion: Freakonomics Podcast – discussing the topic of the business of March Madness</p> <p>Curriculum PowerPoints:  <ul style="list-style-type: none"> <li>• Unit 4 PPTs</li> </ul> </p> <p>Competitive Edge current events</p> <p>Discussion:  <ul style="list-style-type: none"> <li>• Wheaties History</li> </ul> </p> <p>Case Study / Activity:  <ul style="list-style-type: none"> <li>• New Balance Advertising Campaign</li> <li>• Spikeball / Pickleball / Footvolley case study</li> </ul> </p> <p>Project:  <ul style="list-style-type: none"> <li>• “New Olympic Sport” Project</li> <li>• Fringe Sport Project</li> <li>• Digital Marketing project</li> </ul> </p>

### Enduring Understanding(s)

Students will gain an understanding of the components comprising the marketing mix as well as basic marketing concepts. Students will investigate the importance of target markets, segmentation, and positioning strategies. In addition, they will learn the importance of market research and its correlation with advertising.

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 6/7 The Marketing Plan	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Understand what the marketing plan is and why it is an important tool for sports and entertainment marketers</li> <li>Identify the key components of the marketing plan</li> <li>Successfully compose a mission statement</li> <li>Explain the purpose of a situation or SWOT (situation) analysis</li> <li>Identify the four elements of a situation analysis</li> <li>Recognize the importance of understanding the financials within the marketing plan</li> <li>Determine which information is important to address within the marketing plan</li> </ul>	<p>→ What is the marketing plan?</p> <p>→ Why is the marketing plan important?</p> <p>→ What is competition?</p> <p>→ What are the different types of competition?</p> <p>→ What is a mission statement and how is it composed?</p> <p>→ What are the 4 key factors pertaining to a company's SWOT analysis?</p> <p>→ What questions should a successful mission statement address?</p> <p>→ Why are finances a critical element to a successful marketing plan?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Student Activities</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 5 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Group Activity: Develop a situation analysis for a fictitious sports/entertainment product.</p> <ul style="list-style-type: none"> <li>Shoes/Apparel</li> <li>Sports Equipment</li> <li>Sports Nutrition</li> <li>Sports Drink</li> <li>Sports/Ent. Events</li> </ul> <p>More activities:</p> <ul style="list-style-type: none"> <li>Mission Statement Development activity</li> </ul> <p>Project:</p> <ul style="list-style-type: none"> <li>Stock exchange project</li> </ul>

### Enduring Understanding(s)

Students will gain an understanding of the basic fundamentals required to develop an effective marketing plan. The situation or SWOT analysis is an important tool for any organization in determining key characteristics of their business and is integral to the planning process. Students will also learn the importance of creating a solid mission statement and the role finance plays in the development of the marketing plan..

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 8/9 Branding and Licensing	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define branding</li> <li>Define brand equity and brand extension</li> <li>Differentiate between corporate brand, product brand and store brand</li> <li>Determine the characteristics of an effective brand name</li> <li>Define licensing</li> <li>Discuss the licensing process</li> <li>Distinguish between licensor and licensee</li> <li>Explain the advantages and disadvantages to a licensee</li> <li>Identify the four key considerations of on-site merchandising</li> </ul>	<p>→ What is a brand?</p> <p>→ What is a slogan?</p> <p>→ What is a trademark?</p> <p>→ What are the various ways to protect a brand?</p> <p>→ What are the characteristics of a successful brand?</p> <p>→ Describe what is involved in building a brand?</p> <p>→ What is event branding?</p> <p>→ What are the different forms of brands?</p> <p>→ What is Licensing? What are the 3 P's of Licensing?</p> <p>→ Why do organizations engage in the licensing process?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Student Activities</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>Recognize Me? Brand ID PPT</li> <li>Hidden Logos PPT</li> <li>Licensing impact on product price</li> </ul> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 6 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>Brand extension</li> <li>School Athletics Rebranding Project; Favorite Team Rebranding</li> <li>Collectibles &amp; Memorabilia internet activity</li> <li>Licensing-NFLPA Activity</li> </ul>

### Enduring Understanding(s)

Students will gain an understanding of branding as a function of marketing and how it contributes to the overall perception consumers carry with respect to a company or its products. Successful branding strategies can be seen all over the sports and entertainment industry, with examples like ESPN, Sports Illustrated, MTV, Gatorade, and the New York Yankees. Licensing has become a critical revenue producer for all properties in the sports and entertainment industry and continues to grow at an astounding pace..

## Sports and Entertainment Marketing Curriculum Map

Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 10/11 Promotions and Sales	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define and give examples of sales</li> <li>Identify three personal selling categories</li> <li>Identify four sales methods</li> <li>Name at least five steps in the sales process</li> <li>Detail why customer service is important</li> <li>Recognize some common characteristics of successful sales professionals</li> <li>Define promotion</li> <li>Identify the elements of the promotion mix</li> <li>Describe and offer an example of five forms of promotion</li> </ul>	<p>→ What are sales and what kind of sales activities are there in the sports and entertainment field?</p> <p>→ Why is selling important?</p> <p>→ What is personal selling?</p> <p>→ What steps are involved in effectively implementing and managing the sales process?</p> <p>→ Why is customer service important?</p> <p>→ What makes a good salesperson?</p> <p>→ What is Promotion?</p> <p>→ What is product placement?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Student Activities</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Discussion:</p> <ul style="list-style-type: none"> <li>Sales Promotion PPT: Baseball Giveaways</li> <li>Barbie Mania (if you have not yet reviewed it, or to revisit licensing)</li> </ul> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 7 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>Understanding sales</li> <li>Importance of Customer Service</li> <li>Promotion-The MiLB Name Game</li> <li>Sales role-play scenarios</li> </ul>

### Enduring Understanding(s)

Students will gain a fundamental understanding of promotion and be able to identify steps within the sales process, recognize the role of customer service and identify various forms of promotion. Students are encouraged to work through related class activities, particularly role plays or simulation exercises, to gain a clear comprehension of the sales process.

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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 12/13 Sponsorship and Endorsement	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p> <p>(5) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Define and offer examples of sponsorship</li> <li>List three ways a company might implement sponsorship programs</li> <li>Identify three factors that have impacted the growth of sponsorship</li> <li>Define and offer an example of cause marketing</li> <li>Understand why a company would engage in sponsorship</li> <li>Explain what criteria must be met for a sponsorship to be effective</li> <li>Illustrate the concept of ambush marketing</li> <li>Describe sponsorship inventory</li> <li>Define endorsement</li> </ul>	<ul style="list-style-type: none"> <li>→ What is sponsorship?</li> <li>→ What makes a sponsorship an effective promotional opportunity?</li> <li>→ What are 5 ways that businesses implement sponsorship programs?</li> <li>→ What factors influenced the growth of sponsorships?</li> <li>→ What is cause marketing?</li> <li>→ What differentiates sponsorship from traditional media?</li> <li>→ How are sponsorships activated?</li> <li>→ What is ambush marketing and when does it occur?</li> <li>→ What is an endorsement?</li> <li>→ What makes an effective endorsement campaign?</li> </ul>	<ul style="list-style-type: none"> <li>→ Participation in class discussion, activities, and any associated presentations</li> <li>→ Student Notes</li> <li>→ Homework</li> <li>→ Exam</li> <li>→ Student Activities</li> </ul>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 8 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>NBA All-Star Activations PPT</li> </ul> <p>Activities:</p> <ul style="list-style-type: none"> <li>Buy This! Celebrity Endorsement Game PPT</li> <li>Official Apparel Provider of (NFL, NBA, MLB, NHL, MLS) Activity</li> <li>NHL Shirt Sponsorships PPT</li> </ul> <p>Projects:</p> <ul style="list-style-type: none"> <li>Cause Marketing Project PPT</li> <li>Endorsement Project</li> </ul> <p>Video: 30 for 30 "Sole Man" or the movie AIR</p>

### Enduring Understanding(s)

Students will begin to understand the significance of sponsorship and its impact on the financial viability of sports, entertainment, and event properties. Students will also gain an understanding of why companies make the decision to engage in sponsorship as a promotional opportunity for their business, as well as the decisions required to ensure their sponsorship program is a sound investment. Students will also explore several concepts important to the sponsorship field, including cause marketing, ambush marketing and a brief background on endorsements.



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Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 14/15 Ticket Promotion and Sales	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p> <p>(5) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Understand the importance of ticket sales to the sports and entertainment industry</li> <li>Identify factors that influence a fan's decision to purchase tickets</li> <li>List at least five ticket sales strategies</li> <li>Define ticket package</li> <li>Explain the concept of frequency escalator</li> <li>Describe how ticketing technology has provided innovative alternatives for customers</li> </ul>	<ul style="list-style-type: none"> <li>→ How important is the ticket sales function to the sports and entertainment industry?</li> <li>→ How do ticket sales affect other functions of the sports and entertainment business?</li> <li>→ What factors influence ticket sales and attendance?</li> <li>→ How does the law of supply and demand apply to ticket sales?</li> <li>→ What are season tickets? Personal Seat License?</li> <li>→ What are ticket packages and mini plans?</li> <li>→ What impact did COVID-19 have on Ticket Sales?</li> <li>→ What is the basic concept of the frequency escalator?</li> <li>→ What is database marketing?</li> </ul>	<ul style="list-style-type: none"> <li>→ Participation in class discussion, activities, and any associated presentations</li> <li>→ Student Notes</li> <li>→ Homework</li> <li>→ Exam</li> <li>→ Student Activities</li> </ul>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 9 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Class Discussion: Milwaukee Bucks Group Tickets</p> <p>Activity:</p> <ul style="list-style-type: none"> <li>Sell Out! Internet activity</li> <li>Ticket packages</li> <li>Ticket Sales – The Frequency Escalator</li> <li>“Broadway Hits Make Most of Premium Pricing” NYT Article</li> </ul> <p>Projects:</p> <ul style="list-style-type: none"> <li>Stadium Design Project</li> <li>Ticket Sales Plan Project</li> </ul>

### Enduring Understanding(s)

Students will begin to understand the explore the roots of sports and entertainment business by providing students with an understanding of the ticketing process. Ticketing, as a function of sports and entertainment marketing, has evolved into a complex process and proves to be one of the most important components of the SEM marketing mix. This unit will cover the way tickets are sold and marketed, and the importance this revenue stream has on an organization's financial viability.

## Sports and Entertainment Marketing Curriculum Map

Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 16/17 Game Ops and Entertainment	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p> <p>(5) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Describe the concept of the fan/spectator experience</li> <li>Define the term game operations</li> <li>Identify five elements of game entertainment</li> <li>Explain what is meant by “game attractiveness” and how it influences attendance</li> <li>Explain why game operations are important to a sports organization</li> <li>Describe the relationship between game operations and other functions of the organization</li> </ul>	<ul style="list-style-type: none"> <li>→ What is included in the spectator or fan experience?</li> <li>→ How important is the spectator/fan experience?</li> <li>→ When does the spectator or fan experience begin?</li> <li>→ How do organizations manage, control, and enhance the fan experience?</li> <li>→ What factors influence the fan experience?</li> <li>→ What are game operations?</li> <li>→ What role do game operations play to provide an effective vehicle for an organization to manage, control and enhance the fan experience?</li> <li>→ What is meant by game attractiveness?</li> </ul>	<ul style="list-style-type: none"> <li>→ Participation in class discussion, activities, and any associated presentations</li> <li>→ Student Notes</li> <li>→ Homework</li> <li>→ Exam</li> <li>→ Student Activities</li> </ul>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 10 PPTs</li> </ul> <p>Discussion:</p> <ul style="list-style-type: none"> <li>Best traditions in sports PPT</li> </ul> <p>Competitive Edge current events</p> <p>Class Activities:</p> <ul style="list-style-type: none"> <li>The Fan Experience</li> <li>Traditions</li> <li>NFL Stadium Tour – Fan Experience Activity</li> </ul>

### Enduring Understanding(s)

Students will begin to understand the importance of game operations and game entertainment. The fundamental concept of game operations and entertainment is the way “breaks” in an event or game (half-time, time-outs etc.) are perceived by sports marketer as “opportunities”. The game operations process begins before any of the games are played when sports marketers identify the additional entertainment that will be added to the event to keep the audience involved and entertained.

## Sports and Entertainment Marketing Curriculum Map

Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 18/19 SEM Communications	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Deliver planned and impromptu oral presentations, as individuals and members of a group, conveying results of research, projects, or literature studies to a variety of audiences.</p> <p>(4) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p> <p>(5) Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics and present the findings in oral or multimedia formats.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Explain why sports and entertainment communications are important</li> <li>Define publicity</li> <li>Differentiate between publicity, public relations, media relations and community relations</li> <li>Identify the three approaches to media relations</li> <li>Describe the three ways community relations programs are implemented</li> <li>Name the six functions of sports and entertainment communications</li> <li>Explain how publicity impacts other areas of sports and entertainment business</li> <li>Create a press release with all its essential elements</li> <li>Recognize the types of information typically included in press kits</li> <li>Understand some of the social issues that impact the business of sports and entertainment</li> </ul>	<p>→ What is the role of sports and entertainment communications is SEM?</p> <p>→ What is publicity and what role does it play in the success of a sports and entertainment organization?</p> <p>→ What are the 3 primary components of publicity?</p> <p>→ What effect on an organization can media relation have?</p> <p>→ How can publicity and the media impact a sports or entertainment brand?</p> <p>→ What is community relations and how do organizations implement community relation plan?</p> <p>→ What is publicity?</p> <p>→ What is a press release?</p> <p>→ Why are press kits important?</p>	<p>→ Participation in class discussion, activities, and any associated presentations</p> <p>→ Student Notes</p> <p>→ Homework</p> <p>→ Exam</p> <p>→ Student Activities</p>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>Legalized Sports Gambling</li> <li>2023 Women’s World Cup PPT</li> <li>Introducing NIL</li> </ul> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 11 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Activities:</p> <ul style="list-style-type: none"> <li>Develop a Press Release for an Event</li> <li>Crisis Management Strategy Activity</li> <li>Athlete/Entertainer Foundation Activity</li> </ul> <p>Project:</p> <ul style="list-style-type: none"> <li>Green Marketing Project</li> </ul> <p>Video:ESPN: “Nine for IX”</p>

### Enduring Understanding(s)

Students will be introduced to the various components of sports and entertainment communications including publicity, public relations, community relations and media relations. A key concept discussed is the integration of publicity with the sponsorship component of the sports and entertainment business model, as well as aligning publicity plans with promotional and sales efforts. Unit eleven also examines the various methods organizations employ to effectively communicate information about their products and services with customers, media, and fans.

## Sports and Entertainment Marketing Curriculum Map

Week	Standards	Objectives	Essential Questions	Assessment	Instructional Materials & Classroom Resources
Week 20 Sports and Entertainment Careers	<p>(1) Identify and analyze new terminology applying knowledge of word origins and derivations in a variety of practical settings.</p> <p>(2) Critically evaluate information from multiple sources.</p> <p>(3) Relate reading to prior knowledge and experience and make connections to related information.</p> <p>(3) Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> <li>Identify the four primary career segments available in the sports industry</li> <li>Identify career opportunities specific to entertainment</li> <li>Discuss the future of the SEM job market</li> <li>Discuss the preparation required for a career in SEM</li> <li>Explain why a cover letter and resume are important</li> </ul>	<ul style="list-style-type: none"> <li>→ What career opportunities are available in the sports industry?</li> <li>→ What career opportunities are available in the entertainment industry?</li> <li>→ What is a cover letter? Resume?</li> <li>→ How to prepare for the job interview?</li> </ul>	<ul style="list-style-type: none"> <li>→ Participation in class discussion, activities, and any associated presentations</li> <li>→ Student Notes</li> <li>→ Homework</li> <li>→ Exam</li> <li>→ Student Activities</li> </ul>	<p>Digital textbook: <i>The Business of Sports and Entertainment Marketing</i></p> <p>Class Discussion:</p> <ul style="list-style-type: none"> <li>Personal Brand Activity</li> <li>“Five Keys to the Game”</li> </ul> <p>Curriculum PowerPoints:</p> <ul style="list-style-type: none"> <li>Unit 12 PPTs</li> </ul> <p>Competitive Edge current events</p> <p>Internet Activity: Research a segment of either a sports or entertainment industry and find:</p> <ul style="list-style-type: none"> <li>Skill requirements</li> <li>Experience requirements</li> <li>Pay range</li> </ul> <p>Class Activity:</p> <ul style="list-style-type: none"> <li>Mock interviews</li> <li>Personal brand development activity</li> </ul>

### Enduring Understanding(s)

Students will gain an understanding of the broad range of career opportunities in the sports and entertainment industry. In this section, it is important to distinguish the difference between potential careers in operations and those careers in business. The incredible growth of the sports and entertainment marketing field provides increased opportunities for business careers within the industry.