



Hamburg Area School District

Course Guide

Name:	Sports and Entertainment Marketing 782
Grade(s):	9-12
Length:	<i>Place an X next to the correct option</i>
	Full-Year (180 Sessions)
X	Semester (90 Sessions)
	Quarter (45 Sessions)
	Other (Specify):
Text:	Sports & Entertainment Marketing (Kaser & Oelkers, 2008) Teacher-made resources Websites
Date Approved or Updated:	2020-2021

Description: Students will explore the intriguing world of sports and entertainment from a marketing perspective. Students will gain knowledge about marketing in areas such as college, amateur, professional sports, and entertainment events. In addition, this course will discuss topics such as the marketing mix, endorsements, public relations issues, entertainment profits, marketing plans, recreation marketing, and careers in sports marketing. Learn all the “behind the scenes” action of advertising to the sports and entertainment arenas.

**Hamburg Area School District
Course Plan
Business**

**Course Name: Sports & Entertainment Marketing
Unit: What is Sports and Entertainment Marketing?**

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
<p>What is marketing? How does the marketing mix affect how a company advertises? Why are all six standards of marketing important?</p>	<p>Describe the basic concepts of marketing. Explain the marketing mix. Define the six core standards of marketing.</p>	<p>3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 E 1.1.11 F</p>
<p>Why do we have sports marketing in our economy?</p>	<p>Define sports marketing and compare it to regular marketing. Explain the value and influence of sports marketing to the economy.</p>	<p>3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 F</p>
<p>What is entertainment marketing? How does technology impact entertainment marketing?</p>	<p>Define entertainment and provide several examples in our society. Describe the impacts of advances in entertainment technology on entertainment marketing.</p>	<p>3.6.10B 3.6.10C 3.1.12 E</p>
<p>What makes our entertainment different from previous years? Why?</p>	<p>Explain how entertainment has changed since from the 1950's until now.</p>	<p>3.6.10B 3.6.10C 3.1.12 E</p>

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**Course Name: Sports & Entertainment Marketing
Unit: Sports and Entertainment Economics**

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is profit? What motivates individuals to make a profit?	Define profit and explain the profit motive. Describe types of economic utility.	3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 E 1.1.11 F
What is risk? What are the different classifications of risk? How can the four strategies for risk management benefit a company?	Define risk and describe the categories and classifications of risk. Name and describe four strategies for risk management.	3.6.10B 3.6.10C
What are business ethics? How do ethics play a role in the sports and entertainment marketing fields?	Define ethics. Explain why ethics plays a vital role in sports and entertainment marketing. Describe the impacts of unethical behavior.	3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 E 1.1.11 F
How do sports and entertainment businesses earn revenue? What is a finance analysis?	Discuss the sources of funding and revenue for sports and entertainment businesses. Describe four tools for finance analysis.	3.6.10B 3.6.10C

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**Course Name: Sports & Entertainment Marketing
Unit: The Marketing Concept**

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is the central focus of the marketing concept? What has caused an increase in options for sports and entertainment?	Explain the central focus of the marketing concept. Explain the reasons for increased sports and entertainment options.	3.6.10B 3.6.10C 3.1.12 E 3.7.12 C
How do companies recognize the behaviors of buyers? Why do marketers collect information before/during/after they make decisions?	Explain the importance of understanding buyer behavior when making marketing decisions. List and describe means of collecting marketing information for use in decision making.	3.6.10B 3.6.10C 3.1.12 E
What is a target market? Why do businesses use market segmentation?	Define target market and market segment. Describe how businesses use market segmentation.	3.6.10B 3.6.10C 3.7.12 C
Why is customer service vital in business? How do businesses establish service culture?	Explain the importance of outstanding customer service. Explain what it means to establish a service culture.	3.6.10B 3.6.10C 3.7.12 C

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**Course Name: Sports & Entertainment Marketing
Unit: The Marketing Game Plan**

Time Line: 2

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
<p>What is the difference between marketing tactics and strategies? Why is planning so important when attempting to stay ahead of competition?</p>	<p>Explain the difference between marketing tactics and strategies. Discuss the importance of planning to stay ahead of the competition.</p>	<p>3.6.10B 3.6.10C 1.1.11 A 1.1.11 D</p>
<p>How do businesses learn from customers? What is the benefit in learning from customers?</p>	<p>Explain the importance of learning from customers.</p>	<p>3.6.10B 3.6.10C 3.8.12 B</p>
<p>What is the difference between sports marketing strategies and entertainment marketing strategies?</p>	<p>Discuss sports marketing strategies. Discuss entertainment marketing strategies.</p>	<p>3.6.10B 3.6.10C 3.8.12 B</p>
<p>What is a marketing plan? What are the components of a marketing plan?</p>	<p>Explain how marketers determine direction and focus for a marketing plan. List and describe the components of a marketing plan.</p>	<p>3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 F</p>

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**Course Name: Sports & Entertainment Marketing
Unit: The Product is Sports and Entertainment**

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is the product mix?	Define the product mix, product extension, and product enhancement. List and describe the components of the product mix.	3.6.10B 3.6.10C 1.1.11 A 1.1.11 D
What is the bottom line of sports? What are the high cost of sports and entertainment events?	Define the bottom line of sports. Explain the high cost of sports and entertainment events.	3.6.10B 3.6.10C
What is customizing?	Define customizing. Describe the financial impact of Baby Boomers on the entertainment industry.	3.6.10B 3.6.10C
What are the stages of the product life cycle? How are products positioned in the market place?	List and describe the stages of the product life cycle. Explain how products are positioned in the marketplace.	3.6.10B 3.6.10C 3.8.12 B

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**Course Name: Sports & Entertainment Marketing
Unit: Sports and Entertainment Promotion**

Time Line: 2

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What is promotion? What are the four elements of promotion?	Describe the goals of promotion. List and define four elements of promotion.	3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 E 1.1.11 F
Why is it important to follow steps when advertising?	List and describe the steps involved in developing effecting advertising.	3.6.10B 3.6.10C
How do companies use product placement to benefit their sales? What is product placement?	Describe the use of product placement.	3.6.10B 3.6.10C
What is publicity and how does it affect public image? What are the various types of sales promotions?	Define publicity and explain its role in creating a positive public image. Describe various types of sales promotions.	3.6.10B 3.6.10C

**Hamburg Area School District
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Course Name: Sports & Entertainment Marketing
Unit: Promotional Planning

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What are the steps in developing a promotional plan?	List the steps in developing a promotional plan.	3.6.10B 3.6.10C 1.1.11 A 1.1.11 D 1.1.11 E 1.1.11 F
What are the trends that are current right now? How do advertisers promote those trends?	Discuss recent promotional trends and ways to stay current with trends.	3.6.10B 3.6.10C
What are the benefits of being sponsored? How are endorsements restricted and why are they important?	Explain the benefits of sponsorship to the sponsor. Define endorsements and discuss their restrictions.	3.6.10B 3.6.10C
What is the value of seasonal themed events and entertainment awards?	Explain the promotional value of involvement in seasonal themed events. Explain the promotional value of entertainment awards.	3.6.10B 3.6.10C

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**Course Name: Sports & Entertainment Marketing
Unit: Selling Sports and Entertainment**

Time Line: 1.5

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
<p>What are the steps involved in the sales process? Why does management need certain skills and knowledge to be successful?</p>	<p>List the steps involved in the sales process. Discuss the management skills and knowledge necessary for successful salespeople.</p>	<p>3.6.10B 3.6.10C 1.1.11 A 1.1.11 D</p>
<p>What is the difference between ticket brokers and ticket scalpers? How do brokers strategize to sell popular tickets?</p>	<p>Explain the difference between ticket brokers and ticket scalpers. Describe the ticket economy and strategies for highly sought tickets.</p>	<p>3.6.10B 3.6.10C</p>
<p>What are some strategies that companies use to get groups to attend their events?</p>	<p>Explain sales strategies for attracting groups to sports and entertainment venue.</p>	<p>3.6.10B 3.6.10C 1.1.11 E 1.1.11 F</p>
<p>How do corporations use sports and entertainment to motivate employees and impress clients?</p>	<p>Describe how corporations use sports and entertainment to motivate employees and impress clients.</p>	<p>3.6.10B 3.6.10C</p>

**Hamburg Area School District
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Course Name: Sports & Entertainment Marketing
Unit: Scoring a Career

Time Line: 2

Essential Content/Essential Questions	Performance Objectives	Standards/Anchors
What are some jobs that you could have in this field?	Describe the wide range of careers available in sports and entertainment marketing.	3.6.10B 3.6.10C
Do you have the skills necessary to succeed in the sports and entertainment marketing field?	Explain the skills needed and ways to prepare for a career in sports and entertainment marketing.	3.6.10B 3.6.10C 3.8.12 B
What are the benefits of student professional organizations?	List and describe three national student professional organizations. Explain the benefits of involvement in student professional organizations.	3.6.10B 3.6.10C 3.7.12 D
Why is it important to continue in professional development? What are some opportunities that are available for that development?	Explain the need for continuous professional development. Give examples of professional development opportunities.	3.6.10B 3.6.10C 3.8.12 B 3.7.12 D