

Sports & Entertainment Marketing

At-A-Glance - Lamar CISD

Professional Standards/Employability Skills/Technical Skills			
Ongoing Skills Imbedded All Year	SEM 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. SEM 1(B) The student will demonstrate collaboration skills through teamwork. SEM 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. SEM 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. SEM 1(E) The student will demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. SEM 1(F) The student will demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results. SEM 1(G) The student will demonstrate leadership skills by participating in activities such as career and technical student organizations. Terms SEM 3(H) The student will describe how international marketing has affected the sports and entertainment industry. SEM 12(B) The student will identify sports and entertainment marketing terms.		
	Grading Period	Unit Name	Estimated Time Frame
Grading Period 4 32 Days	Professional Standards/Employability Skills	3 Days	1.A, 1.B, 1.C, 1.D, 1.E, 1.F, 1.G, 12.B
	SEM 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. SEM 1(B) The student will demonstrate collaboration skills through teamwork. SEM 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. SEM 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. SEM 1(E) The student will demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. SEM 1(F) The student will demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results. SEM 1(G) The student will demonstrate leadership skills by participating in activities such as career and technical student organizations. Terms SEM 12(B) The student will identify sports and entertainment marketing terms.		
	Categorize Business	1 Day	2.A, 2.B, 2.C, 2.D
	SEM 2(A) The student will categorize business activities such as production, marketing, management, or finance. SEM 2(B) The student will analyze the interdependence each business activity has with marketing. SEM 2(C) The student will demonstrate an understanding of the forms of business. SEM 2(D) The student will demonstrate an understanding of the concept of economic impact.		
	History	6 Days	12.A, 12.D, 12.F
	SEM 12(A) The student will research and explain the history of sports and entertainment as an industry and how it impacts today's marketplace. SEM 12(D) The student will define sports and entertainment marketing. SEM 12(F) The student will research trends and emerging technologies affecting sports and entertainment marketing industry.		
	Why S & E Uses Marketing	4 Days	15.A, 15.B, 15.C, 15.D, 15.E
	SEM 15(A) The student will describe and simulate activities to market a sports and entertainment product. SEM 15(B) The student will understand why sports and entertainment businesses use marketing. SEM 15(C) The student will understand the importance of and key components of a marketing plan. SEM 15(D) The student will explain and give examples of marketing using sports and entertainment. SEM 15(E) The student will explain and give examples of marketing of sports and entertainment.		
	Functions	4 Days	3.A, 3.B
	SEM 3(A) The student will explain the marketing concept as it relates to sports and entertainment. SEM 3(B) The student will describe each marketing function and how it relates to sports and entertainment.		
Target Market	3 Days	3.D, 3.E, 3.G, 13.A	
SEM 3(D) The student will express the importance of target markets. SEM 3(E) The student will describe advantages and disadvantages of market segmentation and mass marketing. SEM 3(G) The student will illustrate the concept of positioning. SEM 13(A) The student will explore how the use of demographics has influenced the industry.			

	Market Mix – 4 P’s	5 Days	3.C
	SEM 3(C) The student will explain how each component of the marketing mix contributes to successful marketing.		
	Multicultural	2 Days	3.H
	SEM 3(H) The student will describe how international marketing has affected the sports and entertainment industry.		
	New Product	4 Days	8.A, 8.B, 8.C
SEM 8(A) The student will describe stages of new-product planning. SEM 8(B) The student will illustrate the product mix. SEM 8(C) The student will identify stages of the product life cycle for new or existing sports or entertainment marketing products.			
Grading Period 5 32 Days	Market Research	9 Days	3.F, 6.A, 6.B
	SEM 3(F) The student will explain the importance of market research and analysis. SEM 6(A) The student will use a marketing-information system to make informed business decisions. SEM 6(B) The student will analyze data used to make accurate forecasts and informed business decisions.		
	Pricing	3 Days	7.A, 7.B, 5.A, 5.B, 5.C, 12.G
	SEM 7(A) The student will compare and contrast pricing strategies. SEM 7(B) The student will analyze the price of a sports and entertainment marketing product. SEM 5(A) The student will evaluate sources of financial information, including budgets, balance sheets, and income statements. SEM 5(B) The student will explain the concept and importance of revenue streams. SEM 5(C) The student will explain the relationship of profit and loss to sports and entertainment products. SEM 12(G) The student will explain the concept of competition for discretionary income.		
	Event Marketing	3 Days	16.A, 16.B, 16.C
	SEM 16(A) The student will define event marketing. SEM 16(B) The student will explain and provide examples of how event marketing attracts all three components of the event triangle (event, sponsor, and spectator). SEM 16(C) The student will develop an effective event marketing strategy for a sports and entertainment product.		
	Promotion	10 Days	9.A, 9.B
	SEM 9(A) The student will identify, create, and demonstrate elements of the promotional mix. SEM 9(B) The student will analyze a promotional plan for effectiveness.		
	Endorsements/Sponsorships	7 Days	17.A, 17.B, 17.C, 17.D, 17.E, 17.F
	SEM 17(A) The student will identify components and content for a sponsorship proposal. SEM 17(B) The student will define and explain sponsorship issues. SEM 17(C) The student will categorize costs associated with a sponsorship. SEM 17(D) The student will identify types of sponsorship sales and relationship development. SEM 17(E) The student will examine benefits of sponsorship opportunities. SEM 17(F) The student will explain laws that may affect a sponsorship agreement.		
	Endorsements/Sponsorships - Continue	2 Days	17.A, 17.B, 17.C, 17.D, 17.E, 17.F
Grading Period 6 29 Days	SEM 17(A) The student will identify components and content for a sponsorship proposal. SEM 17(B) The student will define and explain sponsorship issues. SEM 17(C) The student will categorize costs associated with a sponsorship. SEM 17(D) The student will identify types of sponsorship sales and relationship development. SEM 17(E) The student will examine benefits of sponsorship opportunities. SEM 17(F) The student will explain laws that may affect a sponsorship agreement.		
	Endorsement Contract/Negotiation	2 Days	18.A, 18.B, 18.C
	SEM 18(A) The student will identify components of endorsement contracts. SEM 18(B) The student will discuss issues related to celebrity behavior on endorsements. SEM 18(C) The student will research the rationale for a business to engage in endorsement contracts.		

Distribution	2 Days	4.A, 4.B
SEM 4(A) The student will explain channels of distribution for sports and entertainment marketing products. SEM 4(B) The student will describe activities of each channel member.		
Risks	2 Days	10.A, 10.B
SEM 10(A) The student will identify business risks that are commonly associated with sports and entertainment business. SEM 10(B) The student will explain methods a sports and entertainment business use to control risks.		
Buying Plan	2 Days	13.B
SEM 13(B) The student will differentiate between buying habits and buying preferences.		
Product & Placement	2 Days	11.A, 11.B, 11.C, 11.D, 11.E
SEM 11(A) The student will explain how selling contributes to economic activity. SEM 11(B) The student will describe the process of selecting and merchandising sports and entertainment products. SEM 11(C) The student will demonstrate steps in the selling process using sports and entertainment products. SEM 11(D) The student will explain the importance of ticket sales. SEM 11(E) The student will develop a ticket sales strategy for a sports and entertainment product.		
Labor Union	2 Days	12.E
SEM 12(E) The student will explain topics, including legislation and ethics, that impacts sports and entertainment marketing.		
Embrace Environmental Movement	2 Days	12.C
SEM 12(C) The student will list major environmental influences on sports and entertainment demand.		
Career Research	3 Days	14.A, 14.B, 14.C
SEM 14(A) The student will research careers in the sports and entertainment marketing industry. SEM 14(B) The student will list and describe businesses related to sports and entertainment. SEM 14(C) The student will use informational texts, Internet websites and technical materials to review and apply information sources for occupational tasks.		
Branding	2 Days	19.A, 19.B, 19.C, 19.D, 19.E
SEM 19(A) The student will define branding. SEM 19(B) The student will differentiate between types of brands. SEM 19(C) The student will identify examples of brand equity and brand extension in sports and entertainment. SEM 19(D) The student will explain the value in building a strong brand. SEM 19(E) The student will determine the characteristics of a successful brand.		
Licensing	2 Days	20.A, 20.B, 20.C, 20.D
SEM 20(A) The student will define licensing. SEM 20(B) The student will distinguish between licensor and licensee. SEM 20(C) The student will explain the advantages and disadvantages of licensing. SEM 20(D) The student will identify examples of licensing in sports and entertainment.		
Fan Experience	2 Days	21.A, 21.B, 21.C, 21.D, 21.E, 21.F, 21.G, 21.H, 21.I
SEM 21(A) The student will explain how promoting and implementing a positive fan experience impacts revenues. SEM 21(B) The student will describe situations that impact the fan experience. SEM 21(C) The student will describe the concept of the fan/spectator experience. SEM 21(D) The student will define the term game operations. SEM 21(E) The student will explain the role of game entertainment in the sports business. SEM 21(F) The student will define game attractiveness. SEM 21(G) The student will identify game involvement activities that enhance fan experience. SEM 21(H) The student will create a game operation plan to increase game attractiveness.		

	Communication with Customers, Media & Fans	3 Days	22.A, 22.B, 22.C, 22.D, 22.E, 22.F, 22.G, 22.H, 22.I
	SEM 22(A) The student will explain why communications in sports and entertainment are important. SEM 22(B) The student will understand issues that impact the business of sports and entertainment. SEM 22(C) The student will define media. SEM 22(D) The student will understand the importance of media rights. SEM 22(E) The student will define publicity. SEM 22(F) The student will differentiate between publicity, public relations, media relations, and community relations. SEM 22(G) The student will create a press release. SEM 22(H) The student will create a press kit. SEM 22(I) The student will simulate a press conference.		
	Successful Entertainment	1 Day	23.A, 23.B, 23.C
	SEM 23(A) The student will discuss the different kinds of entertainment distribution. SEM 23(B) The student will identify strategies to market entertainment products. SEM 23(C) The student will explain the promotional value of entertainment awards.		