

East Penn School District  
Secondary Curriculum

A Planned Course Statement  
for  
**Sports and Entertainment Marketing**

Course # 672 Grade(s) 9-12

Department: Computer & Business Applications

Length of Period (mins.) 41 Total Clock Hours: 63

Periods per Cycle: 6 Length of Course (yrs.) .5

Type of Offering: \_\_\_\_\_ required  elective

Credit: .5

Adopted: 6/8/09

Developed by:  
Jayne St. Mary  
John Dietrick

## Description of Course

### Course Title: Sports & Entertainment Marketing

**Description:** A follow-up course to Principles of Marketing, this course will engage students more specifically in the areas of sports and entertainment. This course will introduce students to the sports and entertainment industry, types of products, marketing strategies, and careers in these popular fields.

#### Goals:

- Students will be able to
  - Differentiate between sports and entertainment industries
  - Understand product and pricing decisions
  - Demonstrate knowledge of how to conduct marketing research
  - Create and gain knowledge about branding, imaging, and licensing
  - Understanding different promotion techniques within the two industries
  - Exploration of careers in sports and entertainment

#### Requirements:

- Prerequisite: Principles of Marketing

#### Text:

- Farese, Lois Schneider, David A. Grossman, and Gordon Nicholson. Sports & Entertainment Marketing. New York: Glencoe/McGraw-Hill, 2005.

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### Key to Levels of Achievement (Listed with each learning objective)

Awareness (A):	Students are introduced to concepts, forms, and patterns.
Learning (L):	Students are involved in a sequence of steps and practice activities which involved further development and allow evaluation of process.
Understanding (U):	Students demonstrate ability to apply acquired concepts and skills to individual assignments and projects on an independent level.
Reinforcement (R):	Students maintain and broaden understanding of concepts and skills to accomplish tasks at a greater level of sophistication.

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>I. The Sports Market</b>	1	Students will: <ul style="list-style-type: none"> <li>• Define sports marketing</li> <li>• Identify the different categories of sports</li> <li>• Differentiate between amateur sports and professional sports</li> <li>• Discuss the significance of international sports</li> <li>• Explain the significance of women’s sports</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I
<b>II. Sports Products</b>	2	Students will: <ul style="list-style-type: none"> <li>• Define the Sports Customer</li> <li>• Explain Market Segmentation</li> <li>• Identify Sports Products</li> <li>• Explain the Differences between sports goods and services</li> <li>• Differentiate between the product line and product mix</li> <li>• Explain the economic impact of sports marketing</li> </ul>	L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, II, IV
<b>III. Product and Price Decisions</b>	3	Students will: <ul style="list-style-type: none"> <li>• Differentiate between a product item and product line</li> <li>• Classify products as consumer goods or business goods</li> <li>• Explain the seven steps in developing a new product</li> <li>• Identify the stages in a product’s life cycle</li> <li>• Define price and the role it plays in determining profit</li> <li>• Describe the factors that affect pricing decisions</li> <li>• Identify pricing strategies</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, IV

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>IV. Sports Market Research and Outlets</b>	4	Students will: <ul style="list-style-type: none"> <li>• Define market research</li> <li>• Explain how businesses use market research</li> <li>• Identify the steps used in the research process</li> <li>• Explain how businesses make the place decision as part of the marketing mix</li> <li>• Discuss direct and indirect channels of distribution</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing V
<b>V. Branding and Licensing</b>	5	Students will: <ul style="list-style-type: none"> <li>• Explain the concepts of branding and brand equity</li> <li>• Discuss the types of brands</li> <li>• Describe how to develop an effective brand name</li> <li>• Discuss product licensing and how licensed goods are merchandised</li> <li>• Explain the importance of sports sponsorships and endorsements</li> <li>• Discuss how companies use sports endorsers for their products</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, II, V
<b>VI. Sports Promotion</b>	6	Students will: <ul style="list-style-type: none"> <li>• Define event marketing</li> <li>• Explain promotion and the promotional mix in sports marketing</li> <li>• Identify the roles of advertising and sales promotion in sports marketing</li> <li>• Describe the use of technology in promotion</li> <li>• Identify the roles of public relations and personal selling in sports marketing</li> <li>• Explain the types and steps of selling</li> </ul>	L, U, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, IV

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>VII. Sports Marketing Plans and Careers</b>	7	Students will: <ul style="list-style-type: none"> <li>• Explain the purpose and function of a marketing plan</li> <li>• Identify each element found in a marketing plan</li> <li>• Discuss the diversity of career and employment opportunities in sports marketing</li> <li>• Identify different career and employment opportunities in sports marketing</li> </ul>	L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13. 1.11 E, F NBEA Marketing VI
<b>VIII. The Entertainment Market</b>	8	Students will: <ul style="list-style-type: none"> <li>• Define entertainment marketing</li> <li>• Identify different types of entertainment media</li> <li>• Explain the economics of entertainment marketing</li> <li>• Discuss the global impact of entertainment marketing</li> <li>• Explain types of businesses in the entertainment industry</li> <li>• Identify forms of entertainment marketed to consumers</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.2.12 D, E NBEA Marketing I, V
<b>IX. Entertainment Products and Marketing</b>	9	Students will: <ul style="list-style-type: none"> <li>• Identify types of entertainment products</li> <li>• Define evergreen products</li> <li>• Describe location based entertainment (LBE)</li> <li>• Explain the significance of impulse spending</li> <li>• Explain why marketing is involved in entertainment product development</li> <li>• Discuss the difference between primary and secondary markets</li> <li>• Explain the importance of programming</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing, II, IV

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>X. Product and Price Decisions: Entertainment</b>	10	Students will: <ul style="list-style-type: none"> <li>• Explain entertainment brand identity, brand marks, and trademarks</li> <li>• Identify brand strategies used by entertainment companies</li> <li>• Explain how celebrities are brands</li> <li>• Define gross profit and net profit</li> <li>• Identify different pricing goals</li> <li>• Identify factors that determine CD and concert ticket prices</li> </ul>	U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.2.12 F NBEA Marketing IV
<b>XI. Entertainment Market Research and Outlets</b>	11	Students will: <ul style="list-style-type: none"> <li>• Explain how market research is used to identify target markets</li> <li>• Discuss how demographics are used in entertainment marketing</li> <li>• Explain the use of primary and secondary data</li> <li>• Explain the difference between qualitative and quantitative research</li> <li>• Identify methods of conducting entertainment market research</li> <li>• Identify criteria for selecting outlets and venues</li> </ul>	U, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing V
<b>XII. Imaging and Licensing</b>	12	Students will: <ul style="list-style-type: none"> <li>• Define the term image</li> <li>• Describe the role of merchandising in entertainment marketing</li> <li>• Discuss how the United States Government controls endorsements</li> <li>• Describe the role of sponsorship in entertainment marketing</li> <li>• Explain the importance of entertainment product licensing</li> <li>• Explain aspects of royalties</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 5 NBEA Marketing III

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>XIII. Entertainment Promotion</b>	13	Students will: <ul style="list-style-type: none"> <li>• Explain the promotional mix in entertainment marketing</li> <li>• Identify the role of advertising in entertainment promotion</li> <li>• Discuss the importance of public relations in entertainment marketing</li> <li>• Compare media and non-media advertisements</li> <li>• Describe how other promotional methods are used in entertainment marketing</li> <li>• Explain the importance of reaching diverse markets</li> </ul>	L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, IV
<b>XIV. Entertainment Marketing Plans and Careers</b>	14	Students will: <ul style="list-style-type: none"> <li>• Explain an entertainment marketing plan</li> <li>• Describe a business plan</li> <li>• Explain a promotional plan</li> <li>• Describe educational preparation for a career in marketing</li> <li>• Identify career areas in entertainment marketing</li> </ul>	U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13.2.11 B NBEA Marketing VI Entrepreneurship II, IX

# National Business Education *Marketing* Standards

by the National Business Education Association

MARKETING education introduces students to the processes and functions involved in transferring business products or services to a consumer. The study of marketing in grades K-14 can help students gain a clearer picture of how key business functions, such as accounting and finance, are directly related to marketing activities. In addition, taking marketing courses may inspire students to study marketing at a more advanced level, which can be a springboard for a challenging and lucrative career. As a major business function, marketing impacts the American economic system as well as the international economy. There are at least two major principles related to marketing that all students should understand:

- General marketing concepts are important to everyone since they impact individuals, business, and society.
- Even though marketing practices continue to change, the conceptual framework, which is built upon a consumer orientation, should not be noticeably altered.

Marketing exists within an environment of rapidly evolving technology, interdependent nations and their economies, increasing demands for ethical and social responsibility, and constant change. These themes are fully developed and integrated within the major elements of marketing presented in these standards.

## **I. Foundations of Marketing**

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

## **II. Consumers and Their Behavior**

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

- A. Characteristics of Consumer Behavior
- B. Segmentation and Target Markets

## **III. External Factors**

Achievement Standard: Analyze the influence of external factors on marketing.

- A. Government and Legal Regulations
- B. Ethical Issues
- C. Economic Issues
- D. Competitive Environment
- E. Stakeholders
- F. Culture
- G. Technology



**IV. The Marketing Mix**

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. Products and Services

1. Classification
2. New Product Development and Ideas
3. Packaging
4. Branding
5. Product Mix
6. Service Extensions
7. Product Life Cycle

B. Place

C. Price

1. Advertising
2. Sales Promotion
3. Public Relations and Publicity
4. Personal Selling

**V. Marketing Research**

Achievement Standard: Analyze the role of marketing research in decision making.

**VI. The Marketing Plan**

Achievement Standard: Describe the elements, design, and purposes of a marketing plan.