

**Trinity Area School District
Template for Curriculum Mapping**

Course: Sports & Entertainment Marketing Grade: 9 – 12	Overview of Course (Briefly describe what students should understand and be able to do as a result of engaging in this course): This course will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. This course will cover sports and entertainment marketing, marketing-information management, promoting sports and entertainment, the economics of supply and demand, sport and entertainment legal issues and entrepreneurship. During this course students will participate in activities that will give them realistic hands on experience.
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Overarching Big Ideas, Enduring Understandings, and Essential Questions
(These “spiral” throughout the entire curriculum.)

Big Idea (A Big Idea is typically a noun and always transferable within and among content areas.)	Standard(s) Addressed (What Common Core Standard(s) and/or PA Standard(s) addresses this Big Idea?)	Enduring Understanding(s) (SAS refers to Enduring Understandings as “Big Ideas.” EUs are the understandings we want students to carry with them after they graduate. EUs will link Big Ideas together. Consider having only one or two EUs per Big Idea.)	Essential Question(s) (Essential Questions are broad and open ended. Sometimes, EQs can be debated. A student’s answer to an EQ will help teachers determine if he/she truly understands. Consider having only one or two EQs per Enduring Understanding.)
Careers	15.9.12.A Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.’ 15.9.12.B Analyze how marketing influences today’s households, businesses, and society including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer.	<ul style="list-style-type: none"> To work in the field of sports and entertainment marketing, you need to obtain a four year college degree in sports and entertainment marketing/management. In the field of sports and entertainment marketing, there are many different career paths you may choose. 	<ul style="list-style-type: none"> How does having a degree in sports and entertainment marketing benefit your future? What are the different careers, fields, and organizations within the field of sports and entertainment marketing?
Analyzing	15.9.12.C Evaluating the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.	<ul style="list-style-type: none"> Evaluating how members of the marketing channel influence what 	<ul style="list-style-type: none"> How does analyzing members of the marketing channel impact the marketing decisions that we make?

	<p>15.9.12.E Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.</p> <p>15.9.12.F Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p> <p>15.9.12.G Assess the distribution process of various companies and industries.</p> <p>15.9.12.H Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.</p> <p>15.9.12.L Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.</p> <p>15.9.12.M Evaluate laws and regulations impacting marketing.</p>	<p>products or services are sold is an essential part of marketing.</p> <ul style="list-style-type: none"> • Constantly improving product development, packaging, and branding are essential parts of staying competitive in the ever-changing market. • Using cost effective technology will give you a competitive advantage in the marketplace. 	<ul style="list-style-type: none"> • Why would you want to improve a product that is already selling in the market? • How can utilizing technology benefit your future in the sports and entertainment marketing profession?
<p>Creating</p>	<p>15.9.12.I Design a comprehensive promotion plan for a product or service.</p> <p>15.9.12.K Create a comprehensive marketing plan.</p> <p>15.9.12.M</p>	<ul style="list-style-type: none"> • Designing a comprehensive promotion plan is an essential part of sports and entertainment marketing. • Creating a detailed marketing plan before implementing a new product 	<ul style="list-style-type: none"> • What is the relevance of designing a comprehensive promotion plan for a new product or service? • Why should you create a detailed marketing plan before you implement a new product?

	Evaluate laws and regulations impacting marketing.	<ul style="list-style-type: none"> or service will save time and money for a company. Knowing the laws and regulations of business is an essential element when deciding what, where, when, and how to produce a new product or service. 	<ul style="list-style-type: none"> How can knowing the business laws and regulation impact what product or service is created.

Big Ideas, Enduring Understandings, and Essential Questions Per Unit of Study
(These do NOT “spiral” throughout the entire curriculum, but are specific to each unit.)

Month of Instruction (In what month(s) will you teach this unit?)	Title of Unit	Big Idea(s) (A Big Idea is typically a noun and always transferable within and among content areas.)	Standard(s) Addressed (What Common Core Standard(s) and/or PA Standard(s) addresses this Big Idea?)	Enduring Understanding(s) (SAS refers to Enduring Understandings as “Big Ideas.” EUs are the understandings we want students to carry with them after they graduate. EUs will link Big Ideas together. Consider having only one or two EUs per Big Idea.)	Essential Question(s) (Essential Questions are broad and open ended. Sometimes, EQs can be debated. A student’s answer to an EQ will help teachers determine if he/she truly understands. Consider having only one or two EQs per Enduring Understanding.)	Common Assessment(s) * (What assessments will all teachers of this unit use to determine if students have answered the Essential Questions?)	Common Resource(s)* Used (What resources will all teachers of this unit use to help students understand the Big Ideas?)
August – mid-September	Sports & Entertainment Marketing	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.I 15.9.12.K 15.9.12.L	Knowing the basic concepts of marketing can enhance your performance in the world of sports and entertainment.	<ul style="list-style-type: none"> How does knowing the basic concepts of marketing enhance your performance in the future? 		

			15.9.12.M	<p>Sports marketing is a valuable part of today's economy.</p> <p>Advanced entertainment technology plays a major role in the entertainment industry.</p> <p>Designing and utilizing advertisements and flyers is an essential part of marketing.</p> <p>Product, price, promotion, and distribution are essential elements of the marketing mix.</p>	<ul style="list-style-type: none"> • What impact does sports marketing have on today's economy? • How does technology play a major role in the entertainment industry? • How does advertising promote a company's product? • How can product, price, promotion, and distribution effect the life cycle of a product? 		
September	The Business of Sports & Entertainment Marketing	<p>Careers</p> <p>Analyzing</p> <p>Creating</p>	<p>15.9.12.A</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.E</p> <p>15.9.12.F</p> <p>15.9.12.I</p> <p>15.9.12.K</p> <p>15.9.12.L</p> <p>15.9.12.M</p>	<p>Having a solid foundation in economics is beneficial in the world of sports and entertainment.</p> <p>Risk taking is a fundamental component while advancing within the marketing industry.</p> <p>Proper business ethics is an important part of</p>	<ul style="list-style-type: none"> • Why is it necessary to understand the concepts of economics in the sports and entertainment industry? • How can risk taking help you advance in the marketing industry? 		

				<p>sound business decisions.</p> <p>Knowing the tools of financial analysis will contribute to profitable business ventures.</p>	<ul style="list-style-type: none"> • How does proper business ethics impact sound business decisions? • How can utilizing the tools of financial analysis contribute to profitability? 		
Mid-October – November	Wide World of Sports & Entertainment	<p>Careers</p> <p>Analyzing</p> <p>Creating</p>	<p>15.9.12.A</p> <p>15.9.12.J</p> <p>15.9.12.L</p>	<p>Industry standards, norms and trends are essential when making marketing decisions.</p> <p>Special marketing tools are a natural extension of the sports and entertainment industry.</p> <p>Tourism plays an important role in the sports and entertainment industry.</p> <p>Sports and entertainment is a global industry.</p> <p>Preparation and creativity are essential when developing an advertisement.</p>	<ul style="list-style-type: none"> • What role does industry standards, norms and trends have on marketing decisions? • How does special marketing tools contribute to the success of the sports and entertainment industry? • What impact does tourism have on the sports and entertainment industry? • What role does sports and entertainment marketing have on international relations? • Why is planning and creativity 		

					essential to advertising?		
November	Customer Relations	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.G 15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M	<p>Satisfying customer needs is the most important aspect of marketing.</p> <p>Marketing decisions are an important element to understanding consumer behavior.</p> <p>Determining the target audience is an important step in market segmentation.</p> <p>Business success depends on excellent customer service.</p> <p>Preparing a well-organized presentation is an essential element in marketing.</p> <p>Developing creative marketing strategies is an important element in marketing a product or service.</p>	<ul style="list-style-type: none"> • Why is it important to satisfy customer needs? • How do marketing decisions affect consumer behavior? • How can determining the target audience be beneficial to businesses? • What impact does excellent customer service have on a business? • How does being prepared enhance your marketing presentation? • How can being creative in developing marketing strategies benefit your future? 		
December	Marketing Information Management	Careers Analyzing	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E	Marketing researchers acquire and manage marketing information.	<ul style="list-style-type: none"> • What are the benefits of acquiring and managing 		

		Creating	15.9.12.F 15.9.12.G 15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M	<p>Marketing research is conducted to gather data and identify solutions to marketing problems.</p> <p>Quality and validity of marketing data is a crucial element when making business decisions.</p> <p>Accuracy is a vital part of organizing data into a useable format.</p>	<p>marketing information?</p> <ul style="list-style-type: none"> • How can marketing research be beneficial to problem-solving? • How does marketing data contribute to good business decisions? • How can organizing data enhance business performance? 		
January	Product Marketing Strategies	<p>Careers</p> <p>Analyzing</p> <p>Creating</p>	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.G 15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M	<p>The product mix is a complex blend of tangible and intangible parts.</p> <p>Recruiting successful athletes and entertainers is a vital part of marketing success.</p> <p>Customizing is an important component of product development.</p> <p>Marketing strategies will differ through the various stages of the product life cycle.</p>	<ul style="list-style-type: none"> • How does the product mix influence a consumer's buying decisions? • How do top athletes and entertainers contribute to the success of marketing? • How does customizing a product meet your target market? • How do marketing strategies change 		

				Use of appropriate technology can enhance the appearance of the final product/project.	through the product life cycle? <ul style="list-style-type: none"> • What are the benefits of using technology to enhance the appearance of a product/project? 		
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* Some teachers may need to think about the assessments and resources used in order to determine the Big Ideas, Enduring Understandings, and Essential Questions embedded in their courses. At this point in your curriculum mapping, you might want to ignore the “Common Assessments” and “Common Resources Used” columns. However, you may use them if you wish.