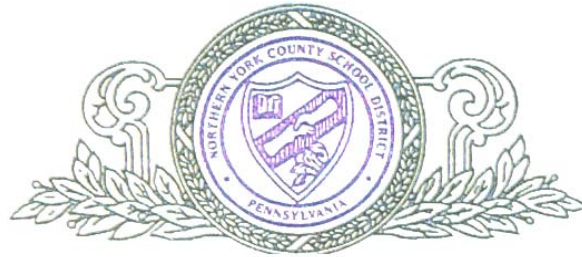


NORTHERN YORK COUNTY SCHOOL DISTRICT



Sports and Entertainment Marketing

June 2014

NORTHERN YORK COUNTY SCHOOL DISTRICT
Sports and Entertainment Marketing

I. Philosophy

Sports and Entertainment Marketing is a unique and innovative course designed for students with an interest in the sports and entertainment industry. This course stresses the utilization of fundamental marketing concepts and will include an orientation to the sports and entertainment industry. Marketing strategies along with topics in sponsorship, pricing, marketing research, endorsements, and promotions will be part of this course.

Sports and Entertainment Marketing students will work with a virtual simulation program.

Students will assume the role of a Microsoft Office Sports Marketing Specialist to create and promote a new sports team franchise. In order for their “dream team” to become an official member of the league, students will complete a series of real-world projects directly related to the team they have created. Throughout this simulation, students will be challenged to use their knowledge and skills of the Microsoft Office Suite including Word, Excel, Access, Publisher, and PowerPoint. By using their software skills, students will complete tasks such as formatting business and financial documents, organizing data, designing marketing documents, setting up databases, and creating promotional presentations.

Virtual Business – Sports and Entertainment 2.0 is a highly visual computer simulation of a sports and entertainment venue that lets students handle promotions, ticket pricing, stadium operations and staffing, sponsors, concessions, concert booking and promotion, and more.

II. Core Concepts

A. Key feature of course (key understandings, assignments, reoccurring activities, projects)

Students will be responsible for organizing and operating the Northern High School Polarthon, Students will participate in the Philadelphia 76ers DECA Night and the Pittsburgh Pirates DECA Day. Students will have the opportunity to compete in DECA District, State, and National Sports and Entertainment Marketing Competitions. Students will be responsible for the promotion and operation of concessions, along with selling tickets, at several Northern High School sporting events. Throughout this course students will complete multiple mini-assessments entitled: *Marketing Myths, Project Extra Innings, Take a Bow, Intermission, Time Out, Opening Act, Cyber Marketing, Winning Strategies, and Judgment Calls*. Students will be assessed through a variety of Sports and Entertainment Marketing Projects (examples: Endorsement Project – Chicago Baseball Teams, Sports Sponsorship, Sports Fantasy Football Project, Sports and Entertainment Marketing-Music Downloads and Cyber Ethics Project, Sports and Entertainment Marketing-Sports Logo Project, Design a Stadium Project, etc.)

B. Course of Study

1. Marking Period 1 – Sports and Entertainment Marketing (w/ Virtual Business – Sports and Entertainment 2.0)
2. Marking Period 2 – Sports and Entertainment Marketing (w/ Virtual Business – Sports and Entertainment 2.0) and Microsoft Office – Sports Marketing Simulation (The Dream Team – A Microsoft Office Sports Marketing Simulation)

C. Text and Resources

Kaser, Ken, and Dotty Boen Oelkers. *Sports and Entertainment Marketing*. Mason, Ohio: South-Western Cengage Learning, 2005. Textbook.

Toporski, Todd. *The Dream Team - A Microsoft Office Sports Marketing Simulation*. Warwick, RI: B.E. Publishing, 2009. Textbook/Workbook.

Virtual Business – Sports and Entertainment 2.0 (Software)

D. Expected Levels of Achievement

Grading System:

93-100	=	A	(excellent progress)
85-92	=	B	(above average progress)
77-84	=	C	(average progress)
70-76	=	D	(below average progress)
Below 70	=	F	(failing) --- Students will not be permitted to attend 76ers and Pirates games.
Unfinished	=	I	(some incomplete work) --- Students will not be permitted to attend 76ers and Pirates games.

E. Procedures for Evaluation

1. Written Work – All written work will be assessed through rubrics. Written work must be typed and spell checked prior to being turned in.
2. Plagiarism – Plagiarism will not be accepted. If a student is caught plagiarizing he or she will be automatically given a zero for the assignment.
3. Missed Work – If a student misses work due to being absent from school, he or she will have the number of days they were absent to complete the work. Students may turn in late work with a 10% deduction for each day the assignment is late.

Northern York County School District Curriculum

Course Name	Sports and Entertainment Marketing
Grade Level	GRADES 9-10
Credits	0.50 Credits (Weighted GPA)
Instructional Procedures	Whole Group / Semester (90 Days)

Unit 1	What is Sports and Entertainment Marketing?			
Time Frame	4 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Marketing Basics	<p>How do the key concepts of marketing relate to the sports and entertainment industry?</p> <p>How are the 4 P's of the marketing mix applied to the sports & entertainment industry?</p> <p>How are the six core standards of marketing involved with purchasing before, during, and after a sporting event?</p>	<p>15.9.8.H: Analyze pricing strategies and practices used by local, domestic, and global industries.</p> <p>15.9.8.G: Compare and contrast different processes of distribution.</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,</p>	<p>Students describe the key concepts of marketing.</p> <p>Students explain the marketing mix.</p> <p>Students define the six core standards of marketing.</p>	marketing, marketing mix, product, distribution, price, promotion, discretionary income
Sports Marketing	Why do companies like Nike want to attach themselves to		Students define sports marketing.	demographics, sports marketing, gross

	<p>athletes?</p> <p>How do Northern sporting events affect the local economy?</p>	<p>product life cycle, and product positioning.</p> <p>15.9.8.B: Describe how businesses influence purchasing decisions.</p>	<p>Students explain the value of sports marketing to the economy.</p>	<p>impression</p>
Entertainment Marketing	<p>How has social media affected entertainment marketing?</p> <p>What other technological advances have changed entertainment marketing?</p>	<p>15.3.12.H: Evaluate presentations for language, proper techniques and media choices.</p>	<p>Students define entertainment.</p> <p>Students describe the impacts of advances in entertainment technology on entertainment marketing.</p>	<p>entertainment marketing, entertainment, ratings</p>

Unit 2	Sports and Entertainment Means Business			
Time Frame	5 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Sports and Entertainment Economics	<p>In addition to ticket sales, what are two other sources of revenue for the major sports teams?</p> <p>What are ways sports and entertainment businesses increase the economic utility of their products and services?</p>	<p>6.5.9.D: Analyze how risks influence business decision-making.</p> <p>6.5.9.F: Examine leading entrepreneurs in Pennsylvania and the United States in terms of the risks they took and the rewards they received.</p>	<p>Students define profit and explain profit motive.</p> <p>Students describe types of economic utility.</p>	<p>profit, profit motive, economics, economic utility</p>
Risk Management	<p>How do natural, human, and economic risks affect decision making in the sports and entertainment business?</p> <p>What are the four steps a sports venue could take to avoid risk of injury to fans attending games?</p>	<p>15.1.5.B: Explain the need for ethics in the classroom and business.</p> <p>15.5.12.M: Analyze funding sources for</p>	<p>Students define risk and describe the categories and classifications of risk.</p> <p>Students name and describe four strategies for risk management.</p>	<p>risk, risk management, liable</p>

Business Ethics	<p>Why is it important for businesses to operate ethically?</p> <p>How does unethical behavior impact the promotion of a product?</p>	<p>an entrepreneurship including, IPO, venture capital, loans, and owner capital.</p> <p>15.1.12.X: Analyze and perform breakeven and cost benefit analyses to support financial decisions.</p>	<p>Students define ethics as it relates to sports and entertainment marketing.</p> <p>Students determine how unethical behavior affects a business.</p>	ethics, principles
Financial Analysis	<p>What are three sources of income for sports and entertainment businesses?</p> <p>Why are balance sheets and income statements important to a business? What would investors look at on these documents when deciding whether or not to invest?</p>		<p>Students discuss sources of funding and revenue for sports and entertainment businesses.</p> <p>Students describe the four tools for financial analysis.</p>	return on investment, forecast, budget, balance sheet, income statement

Unit 3	The Wide World of Sports and Entertainment			
Time Frame	5 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Industry Segments	<p>How do subdivisions of the sports industry compete for market share within the same general location? Example: Los Angeles Dodgers / Los Angeles Lakers</p> <p>What are three different current industry trends for forms of sports? Entertainment?</p> <p>How did sports and entertainment become a</p>	<p>15.7.12.N: Identify business strategies related to international marketing.</p> <p>15.7.12.G: Analyze global businesses and the impact on the countries where they operate.</p> <p>15.7.12.I: Identify and examine effective global business communications strategies.</p>	<p>Students define industry and give examples of subdivisions of an industry.</p> <p>Students explain why marketing decisions are based on industry standards, norms, and trends.</p>	industry, industry standards

	multi-billion dollar industry?			
Special Marketing Tools	<p>What are some reasons athletes and celebrities choose to write books?</p> <p>What is the difference between a camp and a clinic?</p> <p>What are some monetary benefits of holding a camp or clinic?</p>		<p>Students explain how a sports figure can be successful in the motivational lecture circuit and the publishing industry.</p> <p>Students explain the purpose of and promotion methods used for sports camps and clinics.</p>	ghostwriter, literary agent
Destinations: Travel and Tourism	<p>How is the city and venue for a championship game decided?</p> <p>How does an entertainment or sports event, such as the MLB's World Series, have a direct economic impact on the city that hosts the event?</p> <p>How are theme parks marketed more towards children? How are resorts marketed more towards adults?</p>		<p>Students explain the role of travel and tourism in sports and entertainment.</p> <p>Students discuss the roles of resorts and theme parks.</p>	tourism, direct economic impact, indirect economic impact, niche travel, ecotourism
Worldwide Sports and Entertainment Events	<p>What is the benefit of expanding sports and entertainment into other countries?</p> <p>Why have many Chinese amusement parks failed? What strategy would you recommend to a park to help</p>		<p>Students describe the international role of sports and entertainment marketing.</p> <p>Students discuss the challenges of international marketing.</p>	joint venture, infrastructure, globalization, piracy

	<p>it succeed?</p> <p>How has piracy affected the entertainment industry over the past decade? How have businesses in the entertainment industry dealt with piracy?</p>			
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Unit 4	Hit a Homerun with Customers			
Time Frame	6 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
The Marketing Concept	What is the most important aspect of marketing? Why?	<p>6.1.12.C: Analyze the opportunity cost of decisions made by individuals, businesses, communities, and nations.</p> <p>6.4.12.A: Evaluate the comparative advantage of nations in the production of goods and services.</p>	<p>Students explain the central focus of the marketing concept.</p> <p>Students explain the reasons for increased sports and entertainment options.</p>	marketing concept, productivity, breakeven point, opportunity cost
Discover What People Want	<p>You are a marketer for professional sports team, your ticket sales are declining and you have no idea why. How would you go about gathering market information for the sudden decline?</p> <p>What is an example of a patronage purchase, rational purchase, and emotional purchase?</p>	<p>15.9.12.J: Analyze data collection methods when entering into or expanding a market.</p>	<p>Students explain the importance of understanding buyer behavior when making marketing decisions.</p> <p>Students list and describe means of collecting marketing information for use in decision making.</p>	economic market, benefits derived, comparative advantage, emotional purchases, rational purchases, patronage purchases

Target Markets	<p>What is a target market? Provide an example of a company's target market.</p> <p>What are four types of market segmentation?</p>		<p>Students define target market and market segments.</p> <p>Students describe how business use market segmentation.</p>	<p>target market, market segment, market share</p>
Customer Service	<p>Why is outstanding customer service critical to a business in a highly competitive market place, like the sports and entertainment industry?</p> <p>What does it mean to have a values based culture?</p>		<p>Students explain the importance of outstanding customer service.</p> <p>Students explain what it means to establish a service culture.</p>	<p>customer service gap, values-based culture</p>

Unit 5	Marketing-Information Management			
Time Frame	4 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
The Need for Speedy Information	<p>Why is it important to know who is buying your products?</p> <p>How would you keep a fan engaged even during times when your team is not winning?</p>	<p>13.4.5.C: Discuss the steps entrepreneurs take to bring their goods or services to market, such as, but not limited to:</p> <ul style="list-style-type: none"> - Marketing - Production - Research and development - Selection of goods and services 	<p>Students explain the purpose of marketing-information management.</p> <p>Students describe careers in marketing-information management.</p>	<p>syndicated research, polls, engaged customers, client-side researchers</p>
The Marketing Research Process	<p>Why is defining the problem critical to the marketing research process?</p> <p>How can concession at baseball games know the price point at which demand is highest?</p>		<p>Students list and describe the steps involved in marketing research.</p> <p>Students discuss the human factors in marketing research.</p>	<p>market research, exploratory research, desk research, descriptive research, casual research, sample, price points</p>

	How would you determine ticket prices to Northern football games? What kinds of information would you need to know about the people who might attend these games?			
Managing the Information	How might it impact a retail store if it became known that its customers' data were not properly secured? Advertising tobacco products on television is prohibited. Why would market researchers still want to collect data about televised sports watched by smokers?		Students explain the options for electronic data collection. Students discuss the concept of data-driven decisions.	data mining, cookie, click-through rate

Unit 6	The Marketing Game Plan			
Time Frame	5 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
The Game Plan	What tactics and strategies do Coke and Pepsi use to differentiate themselves from each other? What are ways that a theme park stays ahead of its competition?	6.2.12.B: Analyze the effect of changes in the level of competition in different markets . 15.9.8.K: Explain the components of a marketing plan.	Students explain the difference between marketing tactics and strategies. Students discuss the importance of planning to stay ahead of the competition.	tactic, strategies, marketing intelligence, trade shows

Entertainment and Sports Strategies	<p>What drives sports teams' marketing plans? Explain why?</p> <p>Why do major movie production companies buy the rights to popular book series, like Hunger Games?</p>	<p>15.9.12.K: Create a comprehensive marketing plan.</p> <p>15.7.12.N: Identify business strategies related to international marketing.</p>	<p>Students explain the importance of learning from customers.</p> <p>Students discuss sports marketing strategies.</p> <p>Students discuss entertainment marketing strategies.</p>	marketing plan, interpretation, applied research, touchpoints
Mapping the Plan	<p>How is NBC's mission statement important to its marketing plan?</p> <p>Assume you are the marketer of a sporting event. What information would you need to gather for the pricing section of the marketing plan? Explain how and where you would obtain this information.</p>		<p>Students explain how marketers determine direction and focus for a marketing plan.</p> <p>Students list and describe the components of a marketing plan.</p>	mission statement, mass market, product portfolio, test marketing

Unit 7	The Product is Sports and Entertainment			
Time Frame	5 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
The Product Mix	<p>Why are athletes and celebrities used to influence brand loyalty in the industry?</p> <p>How does branding influence your buying decisions in the sports & entertainment industry?</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</p>	<p>Students define product mix, product extension, and product enhancement.</p> <p>Students list and describe the components of the product mix.</p>	product mix, product extensions, product enhancements, product line, brand, trademark, licensed brand

Recruiting Athletes and Entertainers	<p>What is the bottom line for sports and how is it related to the bottom line for business?</p> <p>Why is it important for young, talented, and highly sought-after athletes to hire trustworthy agents to represent them?</p>	<p>product positioning.</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>Students define the bottom line for sports.</p> <p>Students explain the high cost of sports and entertainment events.</p>	blue-chip athletes, NCAA, fringe benefits
Customized Entertainment	<p>Why don't local channels in Dillsburg cover professional sports teams from the west coast?</p> <p>Why are Baby Boomers important to entertainment marketers?</p>		<p>Students define customizing.</p> <p>Students describe the financial impact of Baby Boomers on the entertainment industry.</p>	customizing, impromptu, tiering
Product Marketing Strategies	<p>What are the stages of the product life cycle?</p> <p>What are three ways a product may be positioned in the marketplace?</p>		<p>Student list and describe the stages of the product life cycle.</p> <p>Students explain how products are positioned in the marketplace.</p>	product life cycle, skimming price strategy, penetration price strategy, positioning

Unit 8	Choose the Channel			
Time Frame	4 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Global Channels of Distribution	<p>How does distribution affect the success of an event or product?</p> <p>How is the internet used for distribution in sports and</p>	<p>5.3.6.H: Describe the influence of mass media on society.</p> <p>15.9.12.G: Assess the distribution</p>	<p>Students explain the importance of sports and entertainment distribution.</p> <p>Students list and describe distribution channels for</p>	free enterprise, amphitheaters, venue, mass media, platforms

	entertainment marketing?	process of various companies and industries.	sports and entertainment.	
Sports Distribution	<p>What factors affect the development of recreational sports facilities?</p> <p>Why can't the Northern High School baseball team use the lights on their field to play night games?</p> <p>What influences which games are nationally televised in professional sports? College sports?</p>		<p>Students discuss distribution of sponsorship of amateur sports and recreation.</p> <p>Students discuss the distribution of college sports.</p> <p>Students discuss the distribution of professional sports.</p>	Title IX, cartel, league agreement
Entertainment Distribution	<p>How has Netflix changed the way movies are distributed?</p> <p>What are three ways that movies are distributed?</p> <p>How has iTunes changed the way the music industry distributes music?</p>		<p>Students explain the distribution of movies.</p> <p>Students discuss the changing formats of music distribution.</p>	art-house movies, wide release, movie preview, docking station
Technology and Distribution Media	<p>What are the pro's and con's of the media in the sports and entertainment industry?</p> <p>What are two advantages and two disadvantages of satellite radio as opposed to traditional radio?</p>		<p>Students describe the convergence of sports and entertainment media.</p> <p>Students explain the changes brought about by digitalizing music.</p>	podcast, vertical integration, MP3

Unit 9	The Economics of Supply and Demand			
Time Frame	5 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Supply and Demand	How does supply and demand affect the price of sports memorabilia and collectibles? What are three ways the government influences ticket pricing?	6.2.9.D: Explain the laws of supply and demand and how these affect the prices of goods and services. 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.	Students explain the relationships among supply, demand, and price. Students discuss the government influence on pricing.	law of demand, law of supply, scarcity, equilibrium, price fixing, bait and switch, price discrimination
Pricing Strategies	Why would a consumer spend \$2,000 on a World Series ticket? Why is a professional athlete's jersey sold for \$79.99 as opposed to \$80.00?		Students discuss pricing strategies use by business to increase sales. Students list and explain the five steps for determining price.	operating expenses, markup, price lines, loss-leader pricing
Market Conditions	What is inflation and how does it contribute to a recession? Why is it important for sports and entertainment marketers to pay careful attention to consumer trends?		Students define the business cycle and describe its impact on sports and entertainment. Students discuss the importance of monitoring consumer trends.	business cycle, inflation, should periods

Unit 10	Sports and Entertainment Promotion
Time Frame	6 Days

Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Promoting Sports and Entertainment	<p>What were the goals of promotion for <i>DreamWorks Pictures</i> when they began promoting <i>Anchorman 2</i> over a year prior to its release date?</p> <p>What are the four elements of promotion?</p>	<p>15.9.5.I: Distinguish types of promotions and their goal: education, awareness building, persuasion, and loyalty.</p> <p>15.9.8.I: Compare and contrast existing promotional plans used by local, domestic, and global industries.</p>	<p>Students describe the goals of promotion.</p> <p>Students list and define the four elements of promotion</p>	<p>advertising, product placement, publicity, sales promotions, personal selling</p>
Advertising and Placement	<p>What are the steps involved in developing an effective advertisement?</p> <p>How has technology affected the advertising business?</p> <p>What are three ways product placement deals are constructed?</p>	<p>6.2.W.E: Analyze the impact of the business cycle on individual and group behavior over time.</p> <p>Analyze the characteristics of economic expansion, recession, and depression.</p>	<p>Students list and describe the steps involved in developing effective advertisements.</p> <p>Students describe the use of product placement.</p>	<p>tagline, media strategy, reach, wear out, frequency</p>
Publicity and Sales Promotions	<p>How is publicity different from other types of promotion? Is it always positive?</p> <p>What are three consumer sales promotions?</p>		<p>Students define publicity and explain its role in creating a positive public image.</p> <p>Students describe various types of sales promotions.</p>	<p>goodwill, publicist, grass-roots effort, viral campaign, public relations (PR), trade allowances</p>

Unit 11	Promotional Planning			
Time Frame	6 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology

Promotional Plans	<p>What are the steps in developing a promotional plan? How would you use these steps to promote a particular movie?</p> <p>Why is it important to stay current with promotional trends? How would you go about doing so?</p>	<p>15.9.12.I: Design a comprehensive promotion plan for a product or service.</p> <p>15.9.8.M: Discuss the laws and regulations that impact marketing and its consumers (e.g., Consumer Product Safety, Consumer Pricing Act, Trademark Counterfeiting Act, and Federal Trade Commission Act).</p>	<p>Students list steps in developing a promotional plan.</p> <p>Students discuss recent promotional trends and ways to stay current with trends.</p>	<p>promotional plan, promotion mix, advergaming, quantitative measurement, qualitative measurement, social network</p>
Sponsorships and Endorsements	<p>What are three businesses that would be interested in sponsoring the CMA's (Country Music Awards)? Why?</p> <p>What are some advantages and disadvantages of using celebrity endorsers?</p>		<p>Students explain the benefits of sponsorship to the sponsor.</p> <p>Students define endorsements and discuss their restrictions.</p>	<p>sponsorship, sponsor, Federal Trade Commission (FTC), endorsement</p>
Promotional Events	<p>How does ABC Family use its "30 Days of Christmas" to promote itself later in the year?</p> <p>How does a movie, TV show, or song winning an award influence the consumer to see or hear it?</p> <p>What are the four major entertainment awards? Why are entertainment awards important?</p>		<p>Students explain the promotional value of involvement in seasonal themed events.</p> <p>Students explain the promotional value of entertainment awards.</p>	<p>themed events, event coordinator, exhibit manager</p>

Unit 12	Selling Sports and Entertainment
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Time Frame	3 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
The Sales Process	What are three things that successful sales people must understand?	15.3.12.O: Identify the diverse communication skills necessary within an organization (e.g., customer relations, sales, management).	Students list the steps involved in the sales process. Students discuss the management skills and knowledge necessary for successful salespeople.	preapproach, suggestion selling, cold calling, leads, customer management
Ticket Sales	How do scalpers affect ticket sales? Why is scalping illegal in some states? How has the internet changed the way tickets are sold for sports and entertainment events? What are four ways to effectively “work the system” to obtain tickets to big sports and entertainment events?		Students explain the difference between ticket brokers and ticket scalpers. Students describe the ticket economy and strategies for getting highly sought tickets.	ticket brokers, ticket scalpers
Group and Corporate Sales	How do corporations outside of the sports and entertainment industries use sports and entertainment events for business purposes?		Students explain strategies for attracting groups to sports and entertainment venues. Students describe how corporations use sports and entertainment to motivate employees and impress clients.	group packages, luxury boxes, club seats

Unit 13	Sports and Entertainment Legal Issues			
Time Frame	3 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Laws	<p>How can an individual purchase a sports franchise?</p> <p>What are the legal entities involved in starting a business in the sports and entertainment marketing industry?</p> <p>Why is legal protection essential in the sports & entertainment industry?</p> <p>Why are the letters “NFL” worth billions of dollars?</p>	<p>15.9.8.M: Discuss the laws and regulations that impact marketing and its consumers (e.g., Consumer Product Safety, Consumer Pricing Act, Trademark Counterfeiting Act, Federal Trade Commission Act).</p> <p>15.5.12.E: Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole proprietorship).</p> <p>15.9.12.M: Evaluate laws and regulations impacting marketing.</p> <p>15.8.12.O: Explain the collective bargaining process and its impact on the legal requirements of management.</p>	<p>Students discuss how laws impact sports and entertainment marketing.</p> <p>Students define and explain copyright law.</p>	franchise, broadcast flags, copyright laws, intellectual property, royalty
Labor Unions	<p>What is the purpose of a salary cap? What are the pro’s and con’s of not having a salary cap in Major League Baseball?</p> <p>What roll did the players union play during the NBA lockout in 2012?</p> <p>How was Major League Baseball affected by its strike in 1994? What did they do to boost their public image afterwards?</p>		<p>Students explain the need for salary caps.</p> <p>Students describe the financial and public relations impacts that strikes may cause to a sport.</p> <p>Students discuss owner-labor relations and the impacts of labor unions.</p>	collective bargaining, collective bargaining agreement, salary cap

Agents and Contracts	<p>What are some of the responsibilities of a sports agent?</p> <p>Why is Alex Rodriguez's contract considered by many to be a "bad contract"?</p> <p>Whom do contracts protect? How?</p>		<p>Students discuss athlete agents, handlers, and advisers.</p> <p>Students describe contract law.</p>	<p>agent, handlers, advisers, contracts, agent contract, noncompete clause</p>
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Unit 14	Creating, Owning, and Operating a Business			
Time Frame	4 Days			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Entrepreneurship and Business Ownership	<p>What are the five characteristics and skills required to be a successful entrepreneur?</p> <p>What are the seven key elements of a good business plan?</p>	<p>15.5.8.D: Compare and contrast entrepreneurship in emerging fields, (e.g., social media, online business, alternative energy sources and uses, agriculture and industrial) with traditional entrepreneurship.</p> <p>15.5.12.E: Evaluate legal forms of business entities when considering entrepreneurship (e.g., existing business, franchise, new business, corporation, LLC, partnership, sole</p>	<p>Students define entrepreneur and describe characteristics of successful entrepreneurs.</p> <p>Students list and describe the key elements of a business plan.</p>	<p>entrepreneurs, sole proprietorship, corporation, business plan, partnership</p>
Managing Human Resources	<p>Why is the human resource department so important for an organization?</p> <p>What are the four main functions of a human resource department?</p> <p>What is the importance of a job analysis?</p>		<p>Students explain the need for human resources.</p> <p>Students list and discuss the four functions of human resource departments.</p>	<p>human resources, job analysis, probationary period, salary, fringe benefits, cafeteria plan</p>

Safety and Security	<p>Why are concert and sporting events at risk for accidents?</p> <p>How is technology used to ensure security at sports and entertainment events?</p>	<p>proprietorship).</p> <p>15.8.12.L: Explain the purpose and activities of a human resource department in a business or organization.</p> <p>11.1.9.E: Compare the influences of income and fringe benefits to make decisions about work.</p>	<p>Students describe risks and safety strategies at concert events.</p> <p>Students describe increased security measures at sporting events.</p>	<p>crowd surfing, stage diving, moshing</p>
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Unit 15	Project-based: Dream Team			
Time Frame	7 Days			
15.1	Zone 1 – Microsoft Word			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Getting your message out to the team via Microsoft Word.	<p>How can Microsoft Word be useful to someone in the sports marketing industry?</p>	<p>15.4.8.D: Create projects using emerging input technologies.</p> <p>15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.</p> <p>15.4.12.G: Create an advanced digital project using sophisticated design and appropriate software/applications.</p> <p>15.6.8.M: Explore and describe how</p>	<p>Student will create a series of professional documents that will help get their dream team off the ground and running.</p>	<p>Team Letterhead, Team Envelope, Letter to the League, Press Release, Equipment Inventory List, Player Personnel Form, Player Memo (with Mail Merge)</p>

		emerging technologies are used across different career paths.		
Time Frame	7 Days			
15.2	Zone 2 – Microsoft Excel			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Calculating important team data.	For what functions of marketing can Microsoft Excel be used?	<p>15.4.8.D: Create projects using emerging input technologies.</p> <p>15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.</p> <p>15.4.12.G: Create an advanced digital project using sophisticated design and appropriate software/applications.</p> <p>15.6.8.M: Explore and describe how emerging technologies are used across different career paths.</p>	Students will organize and calculate important information about their dream team.	Team Roster, Average Salary, Season Schedule, Projected Revenue from Ticket Sales, Top 5 Salaries
Time Frame	7 Days			
15.3	Zone 3 – Microsoft Publisher			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology

Marketing your dream team using Microsoft Publisher.	How can you use Microsoft Publisher to promote a business or sports team?	15.4.8.D: Create projects using emerging input technologies. 15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success. 15.4.12.G: Create an advanced digital project using sophisticated design and appropriate software/applications. 15.6.8.M: Explore and describe how emerging technologies are used across different career paths.	Student will create a series of professional documents that will help get their dream team off the ground and running.	Business Card, VIP Pass, T-shirt Design, Magazine Advertisement, Magazine Advertisement, Cereal Box Design, Three-Panel Brochure, Newsletter
Time Frame	7 Days			
15.4	Zone 4 – Microsoft Power Point			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Promoting your dream team using Microsoft Power Point.	How can presentations designed in Power Point help promote your team or business?	15.4.8.D: Create projects using emerging input technologies. 15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success. 15.4.12.G: Create an advanced digital	Students create a presentation to inform the public about their dream team.	Meet the Team

		<p>project using sophisticated design and appropriate software/applications.</p> <p>15.6.8.M: Explore and describe how emerging technologies are used across different career paths.</p>		
Time Frame	7 Days			
15.5	Zone 5 – Microsoft Access			
Key Concepts	Essential Questions	PA Academic Standards	Competencies	Terminology
Organizing team-related information using Microsoft Access.	How would Microsoft Access databases be useful in the organization of sports team?	<p>15.4.8.D: Create projects using emerging input technologies.</p> <p>15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.</p> <p>15.4.12.G: Create an advanced digital project using sophisticated design and appropriate software/applications.</p> <p>15.6.8.M: Explore and describe how emerging technologies are used across different career paths.</p>	Students will use Microsoft Access to create databases to organize important information relevant to your dream team.	Fan Database, Advertiser Database, Music Database