

Business Curriculum

Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Channel Management				
Competency Description: Understand how Channel Management is used within sports and entertainment industries				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Acquire foundational knowledge of channel management to understand its role in marketing.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 8	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cause Marketing
Manage channel activities to minimize costs and to determine distribution strategies.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 8	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cause Marketing

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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Sports and Entertainment Marketing Foundations				
Competency Description: Understand the marketing principles as they apply to Sports and Entertainment Marketing Foundations.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Understand the impact of the sports and entertainment industry on the economy.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.
Explain the impact of sports and entertainment marketing on the economy.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.

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<p>Identify significant people and events in the history of the sports and entertainment marketing industry.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<p>The Business of Sports & Entertainment - Unit 1 & 2</p>	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.
<p>Explain the economic foundations relevant to the sports and entertainment marketing industry.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<p>The Business of Sports & Entertainment - Unit 1 & 2</p>	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.
<p>Explain the concept of economics.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<p>The Business of Sports & Entertainment - Unit 1 & 2</p>	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.
<p>Explain the concept of competition.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<p>The Business of Sports & Entertainment - Unit 1 & 2</p>	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will

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				discuss a variety of global sporting events and the will be asked to determine their location.
Discuss the free enterprise system.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will discuss a variety of global sporting events and the will be asked to determine their location.
Explain marketing foundations relevant to the sports and entertainment industry.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Case Study over Industry Pioneers
Explain the concept of marketing.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Case Study over Industry Pioneers
Discuss the concept of market identification.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Case Study over Industry Pioneers
Explain the legal and ethical issues in the sports	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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and entertainment marketing industry.				<ul style="list-style-type: none"> ● Guided Practice -- Case Study over Industry Pioneers
Apply ethical principles to the industry.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Coverage
Interpret legal issues pertaining to sports and entertainment management.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 1 & 2	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Sponsorships and Endorsements				
Competency Description: Understand the concepts of Sponsorships and Endorsements in sports and entertainment industries.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Construct a sponsorship plan.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 8	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Naming Rights
Design an endorsement proposal.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 8	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Naming Rights

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Building: Cape Career and Technology Center				
Course: Sports and Entertainment Marketing				
Competency Group: Selling and Promotion				
Competency Description: Understand the concepts of Selling and Promotions within the sports and entertainment industries.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Develop customer service skills needed in the sports and entertainment industry.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Explain the importance and types of selling.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Demonstrate and apply the steps of the selling process.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Solve related mathematical problems.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Explain the function of promotion in the sports and entertainment marketing industry.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales

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Identify the role of promotion.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Explain the promotional mix and the different forms of promotion.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Discuss the use and importance of sponsorships and endorsements.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales
Describe the use of technology in promotion.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 7, 9, & 11	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Ticket Sales

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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Product and Service Management				
Competency Description: Understand strategies used for Product and Service Management within the sports industry				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Define product mix.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 6	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Slogans, Mascots, Licensing
Identify the component of the product life cycle.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 6	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Slogans, Mascots, Licensing
Identify the components of branding and licensing within the sports and entertainment industry.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 6	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Slogans, Mascots, Licensing
Apply the concepts of merchandising as related to the sports and entertainment industry.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 6	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Slogans, Mascots, Licensing

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Discuss the ethical issues found in the sports and entertainment industry.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 6	<ul style="list-style-type: none">● Lecture using PowerPoint● Guided Practice -- Slogans, Mascots, Licensing
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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Market Research				
Competency Description: Understand how Marketing Research is integral in Sports and Entertainment industry				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Define Marketing Research.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Identify the elements and conduct a SWOT analysis.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Explain the Marketing Research process (Problem definition, develop research design, data collection, data analysis, report presentation).	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.

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Identify and explain primary versus secondary marketing research.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Explain the importance of Marketing research to businesses and making informed business decisions.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Acquire foundational knowledge of marketing-information management to understand its nature and scope.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Assess marketing-information needs to develop a marketing information management system.	Communication Arts Observation Writing	4 - Extended Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Collect secondary market data to ensure accuracy and adequacy of information for sports and entertainment marketing decision making.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation,

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				Positioning, Target Markets.
Implement primary marketing-research strategy to test hypothesis and/or resolve issues.	Communication Arts Observation Writing	4 - Extended Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Interpret research data into information for decision-making.	Communication Arts Observation Writing	4 - Extended Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Report findings to communicate research information to others.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Analyze marketing information to make informed marketing decisions.	Communication Arts Observation Writing	4 - Extended Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market Segmentation, Positioning, Target Markets.
Assess quality of marketing-research activities to determine needed improvements.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 4 & 5	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Market

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				Segmentation, Positioning, Target Markets.
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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Human Relations and Career Readiness				
Competency Description: Understand the impact of Human Relations, and Career opportunities available in Sports and Entertainment industries.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Apply ethical principles to the industry.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports
Interpret legal issues pertaining to sports and entertainment management.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports
Discuss personnel issues.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports

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Explore career-sustaining opportunities in sports and entertainment marketing.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports
Summarize factors of interpersonal relationships.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports
Demonstrate the skills needed for obtaining employment.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports
Explain ethical responsibility in the sports and entertainment industry.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 12	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Cover Letters & Resumes, Careers in Sports

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Building: Cape Career and Technology Center Course: Sports and Entertainment Marketing				
Competency Group: Finance and Risk Management				
Competency Description: Students will understand concepts affecting Finance and Risk Management in sports and entertainment industries				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Analyze cost/profit relationships to guide business decision-making.	Communication Arts Observation Writing	4 - Extended Thinking	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Explain global trade considerations for sports and entertainment industries (eg customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences).	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Discuss risk management from a sports and entertainment marketing perspective.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics

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Summarize the concept of risk management.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Explain the types of risk.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Discuss the concept of risk management.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Discuss considerations for safety and security.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Define safety and security.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 8	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Discuss the types of indoor/outdoor security.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Discuss the types of insurance necessary for the sports and entertainment industry.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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				<ul style="list-style-type: none"> ● Guided Practice -- Media Rights, Olympics
Explain liability insurances.	Communication Arts Observation Writing	2 - Skill/Concepts	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Outline miscellaneous insurances.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Identify factors affecting pricing of sports and entertainment products.	Communication Arts Observation Writing	1 - Recall	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Describe pricing issues associated with sports and entertainment products.	Communication Arts Observation Writing	2 - Skill/Concept	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Employ pricing strategies to determine optimal prices.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics
Assess pricing strategies to identify needed changes and to improve profitability.	Communication Arts Observation Writing	3 - Strategic Thinking	The Business of Sports & Entertainment - Unit 3	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Media Rights, Olympics