

## Cover Sheet - Planned Course Overview

- A. Planned Course Title: Sports & Entertainment Marketing Course Number: B606
- B. Grade level: 9-12 Level/Track: Elective
- C. Board Approval Date: 08/22/2016
- D. Instructional Time:
1. Length of course in weeks: 18 weeks
  2. Number of class periods per week: 5
  3. Length of class periods: 42 minutes
  4. Total clock hours/credit for the course: .5 credits
- E. List of the units of study within the course and estimated number of class periods or weeks allotted to each:
- | <u>Unit</u>  | <u>Estimated Time</u> |
|--|-----------------------|
| 1. World of Marketing and Sports & Entertainment Connections and Contrasts   | 4 weeks               |
| 2. The Sports and Entertainment Market and Sports and Entertainment Products | 4 weeks               |
| 3. Sports and Entertainment Marketing Mix                                    | 8 weeks               |
| 4. The Marketing Plan and Sports and Entertainment Marketing Careers         | 2 weeks               |
- F. The texts or major resources for the course:
- Title: Sports & Entertainment Marketing  
Author: Farese, Grossman, Nicholson  
Publisher: Glencoe  
Copyright: 2005
- Title: Virtual Business Sports and Entertainment Online  
Author: Knowledge Matters, Inc.  
Copyright: 2015
- G. Special Notes:
- *Sports & Entertainment Marketing* is using the standards for Marketing found on [www.pdesas.org](http://www.pdesas.org). There are no specific Sports and Entertainment Marketing standards at this time. Virtual Business Sports and Entertainment online correlates to numerous Common Core English and Math standards. English correlations can be found [here](#). Math correlations can be found [here](#).
  - DECA, an association of marketing students is a co-curricular club with chapters in more than 6000 high schools. Students in *Sports & Entertainment Marketing* are strongly encouraged to participate in this organization.
- H. Names of the committee members who developed the planned course:  
Tara Mrazik, Business/Technology Department Member and DECA Advisor