

Level: Elective

Estimated Time: 4 weeks

Board Approval Date: 08/22/2016

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PA Achievement Standard(s):**15.4.12.A:** Apply the creative and productive use of emerging technologies for educational and personal success.**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**15.9.12.M:** Evaluate laws and regulations impacting marketing.**Link for the achievement standard:** <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>**Big Idea/Essential Questions:** What is the world of marketing? What are the connections and contrasts between sports and entertainment?**Competencies:** The students will be able to...Objectives of textbook material:

- Define marketing
- Explain the marketing concept
- Define demographics
- Explain the marketing mix
- Explain economics and free enterprise
- Identify intellectual property rights
- Explain the different types of business ownership
- Explain the economic impact of sports and entertainment
- Discuss the history of sports and entertainment
- Discuss the impact of sports and entertainment history on today's markets
- Explain how sports and entertainment marketers use tools to sell their products
- Explain risks and risk management of sports and entertainment events
- Identify differences between marketing sports and entertainment products

Objectives for VB Lesson 1 Ticket Pricing:

- Understand ticket pricing for both sporting events and concerts.
- Consider basic relationships between price and demand.
- See why different seats command different prices.
- Discuss the concept of yield management pricing.
- Discuss the pros and cons of dynamic pricing.

Objectives for VB Lesson 2 Stadium Staffing:

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<ul style="list-style-type: none"> • understand the need for adequate stadium staffing • see the two vital functions that ushers play • comprehend why security personnel are central to a smooth-functioning event • discuss various approaches to preventing stadium violence 	
Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
Classroom PowerPoint presentations Sports & Entertainment Marketing textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning Virtual Business Sports and Entertainment	Teacher observation of student work Lesson review questions Chapter reviews Chapter assessments in Schoology Virtual Business Sports and Entertainment reading and math quizzes Virtual Business Sports and Entertainment simulation