

**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 sports market? What are sports products?

**Competencies:** The students will be able to...

- Define sports and entertainment marketing
- Identify the different categories of sports
- Differentiate between amateur sports and professional sports
- Discuss the significance of international sports
- Explain the significance of women's sports
- Define the sports and entertainment consumer
- Explain market segmentation
- Identify sports and entertainment products
- Explain the difference between sports and entertainment goods and services
- Differentiate between the product line and product mix
- Explain the economic impact of sports and entertainment marketing

Objectives for VB Lesson 3 Ingress and Egress:

- Define ingress and egress.
- Understand why ingress and egress are vital to the long-term success of stadium events.
- Discuss event transportation and parking options.
- Understand the relevance of the Americans with Disabilities Act to new stadium construction.

Objectives for VB Lesson 4 Parking:

- Understand why stadium parking is central to a positive fan experience.
- Discuss and evaluate other ways to arrive at and leave the stadium.
- Consider ways in which stadium owners can make stadium parking a compelling value proposition.
- Describe the connection between parking and tailgating.

Unit 2: The Sports & Entertainment Market & Sports & Entertainment Products Chapters 3 &4

Subject/Course: Sports & Entertainment Marketing/B606

Level: Elective

Estimated Time: 4 weeks

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Board Approval Date: 08/22/2016

<b>Learning Plan</b>	
<b>Suggested Activities/Strategies</b>	<b>Assessment Evidence:</b>
Classroom PowerPoint presentations Sports & Entertainment Marketing textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning Categories of Sports Google Presentation Virtual Business Sports and Entertainment	Teacher observation of student work Lesson review questions Chapter reviews Chapter assessments using Schoology Categories of Sports Google Presentation Rubric Virtual Business Sports and Entertainment reading and math quizzes Virtual Business Sports and Entertainment simulation