

**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.C:** Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.

**15.9.12.E:** Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.

**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 product positioning.

**15.9.12.G:** Assess the distribution process of various companies and industries.

**15.9.12.I:** Design a comprehensive promotion plan for a product or service.

**15.9.12.J:** Analyze data collection methods when entering into or expanding a market.

**15.9.12.L:** Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.

**15.9.12.K:** Create a comprehensive marketing plan

**Link for the achievement standard:** <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

► **Big Idea/Essential Questions:** How can one make product and price decisions? What is involved with sports and entertainment market research and outlets? What are branding and licensing? How does one complete sports and entertainment promotion?

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

- Differentiate between a product item and product line
- Classify products as consumer goods or business goods
- Explain the seven steps in developing a new product
- Identify the stages in a product's life cycle
- Define price and the role it plays in determining profit
- Describe the factors that affect pricing decisions
- Identify pricing strategies
- Define market research
- Explain how businesses use market research
- Identify the steps used in the research process
- Explain how businesses make the place decision as part of the marketing mix
- Discuss direct and indirect channels of distribution
- Explain the concept of branding and brand equity
- Discuss the types of brands
- Describe how to develop an effective brand
- Discuss product licensing and how licensed goods are merchandised

- Explain the importance of sponsorships and endorsements
- Discuss how companies choose endorsers for their products
- Define event marketing
- Explain promotion and the promotional mix in marketing
- Identify the roles of advertising and sales promotion in sports marketing
- Describe the use of technology in promotion
- Identify the roles of public relations and personal selling in sports marketing
- Explain the types and steps of selling
- Explain the purpose and function of a marketing plan
- Identify each element found in a marketing plan
- Discuss the diversity of career and employment opportunities in sports marketing
- Identify different career and employment opportunities in sports marketing

Objectives for VB Lesson 5 Concessions:

- Provide an overview of concessions provided at stadiums and how they contribute to the fan experience
- Detail why concessions are big business for stadium owners
- Discuss how food and drink items at sporting events are priced
- Highlight the importance of adhering to strict food safety guidelines for concessions.

Objectives for VB Lesson 6 Sponsorships:

- Understand the value of sponsors to sports teams and stadium owners.
- See why sponsorships work.
- Discuss different types of sponsorship opportunities.
- Consider the best ways to price sponsorships.
- See why TV broadcast rights are a lucrative revenue stream alongside sponsorships.

Objectives for VB Lesson 7 Promotion with Traditional Media

- Define traditional media and contrast it with new media and social media.
- Understand the role of the media planner in marketing an event.
- Define market research as the five steps media planners take to promote and measure an event.

Objectives for VB Lesson 8 Promotion with Social Media

- Explain the key characteristics of social media.
- Identify the key players in the social media space.
- Understand the right and wrong ways to use social media for marketing.

<ul style="list-style-type: none"> <li>Consider examples of social media marketing in sports and generate ideas for new campaigns.</li> </ul>	
<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 Chapter 5 Google presentation Chapter 6 Marketing Research Project Chapter 7 Create a Brand Project Chapter 8 Create an Advertisement Project Chapter 8 The Selling Process Project Chapter 9 Sports and Entertainment Marketing Careers Project Virtual Business Sports and Entertainment	Teacher observation of student work Lesson review questions Chapter reviews Chapter assessments in Schoology Chapter 5 Google presentation rubric Chapter 6 Marketing Research Project Rubric Chapter 7 Create a Brand Project Rubric Chapter 8 Create an Advertisement Project Rubric Chapter 8 The Selling Process Project Rubric Chapter 9 Sports and Entertainment Marketing Careers Project Rubric Virtual Business Sports and Entertainment reading and math quizzes Virtual Business Sports and Entertainment simulation