

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.A: Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.

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:** What is a sports and entertainment marketing plan? What are some careers available in sports and entertainment marketing?

Competencies: The students will be able to...

- 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 9 Picking and Promoting a Band

- Understand which acts perform at stadiums.
- Understand the logistics of booking large acts.
- Discuss the economics of stadium shows.
- Think through ways stadiums can continue to attract large acts.

Objectives for VB Lesson 10 Player Management

- State why player management is central to winning teams.
- Understand why player selection is so important.
- Think about what goes into development—and why there are no guarantees.
- See why team building is so important.
- Discuss why the best teams are agile, especially in light of injuries.

Objectives for VB Lesson 11 Stadium and Entertainment Mogul

- Understand ticket pricing for both sporting events and concerts.
- Understand the need for adequate stadium staffing.
- Understand why ingress and egress are vital to the long-term success of stadium events.
- Consider ways in which stadium owners can make stadium parking a compelling value proposition.
- Provide an overview of concessions provided at stadiums and how they contribute to the fan experience.
- Understand the value of sponsors to sports teams and stadium owners.

- Define traditional media and contrast it with new media and social media.
- Understand the right and wrong ways to use social media for marketing.
- Understand the logistics of booking large acts.
- State why player management is central to winning teams.

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 Chapter 9 Sports and Entertainment Marketing Careers Project utilizing Career Cruiser Virtual Business Sports and Entertainment	Teacher observation of student work Lesson review questions Chapter reviews Chapter assessments in Schoology Chapter 9 Sports and Entertainment Marketing Careers Project Rubric Virtual Business Sports and Entertainment reading and math quizzes Virtual Business Sports and Entertainment simulation