

SPORTS & ENTERTAINMENT MARKETING I & II

Levels: Grades 11-12

Unit of credit: 1 semester (1.5) each class

Department: Ann Arbor Pioneer High School Business Department (Marketing)

Prerequisites: Completed one year of Marketing

COURSE DESCRIPTION

This is an advanced course that will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting and/or entertainment events. The areas this course will cover include a review of basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also delve into the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans. Computer simulations are used to apply and practice Sports and Entertainment Marketing strategies. Students taking sports marketing will have the opportunity to participate in DECA (student marketing leadership organization). DECA related activities and curriculum could be used as an approved part of all marketing classes.

STANDARD Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports.

OBJECTIVES

Identify and understand the components of the marketing mix as it relates to sports marketing.

- Define sports marketing, marketing, exchange, producer, consumer, etc.
- Describe the "Four (4) Ps" of sports marketing.
- Explain the marketing functions and activities related to each.
- Define & explain marketing functions (7).

Identify reasons a sports property would utilize marketing.

- Describe activities to market a sports property.
- Define and/or simulate sports properties and marketing of sports.
- Understand why teams utilize marketing.
- Distinguish the different roles of people in sports.

Identify reasons a company would utilize sports marketing.

- Describe activities to market non-sports products using sports.
- Explain reasons for using sports as a medium for promotion.
- Define: "borrowed equity", promotion, and marketing through sports.

Compare components of the event triangle and summarize exchanges for each.

- Identification of the components of the event triangle: event, sponsor, fan.
- Describe the exchanges developed in the event triangle.
- Explain the effects of media broadcasting on the event triangle.

STANDARD Students will assess the fan's role in sports marketing as a spectator & consumer.

OBJECTIVES

Illustrate the role of the fan as a sports participant.

Sports And Entertainment Marketing Lesson Plans

F Rizvi



Sports And Entertainment Marketing Lesson Plans:

Aie, Fashion Marketing Dotty Boen Oelkers, 2003-02 Contains marginal notes with suggestions for activities and projects as well as ideas for classroom discussion Business Education (UBEA) Forum ,2002 **Sport Marketing** Windy Dees, Patrick Walsh, Chad D. McEvoy, Stephen McKelvey, Bernard James Mullin, Stephen Hardy, William A. Sutton, 2022 This book helps students prepare for careers in the fast paced world of sport marketing as well as provides a resource for practitioners looking for the latest information in the field The book offers abundant examples of the latest issues in the competitive marketplace Global Perspectives on Contemporary Marketing Education Smith, Brent, Porath, Amiram, 2016-03-17 A successful marketing department has the power to make or break a business Today marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market As companies compete for international standing the value of marketing professionals with well rounded experience exposure and education has skyrocketed Global Perspectives on Contemporary Marketing Education addresses this need by considering the development and education of marketing professionals in an age of shifting markets and heightened consumer engagement A compendium of innovations insights and ideas from marketing professors and professionals this title explores the need for students to be prepared to enter the sophisticated global marketplace This book will be invaluable to marketing or business students and educators business professionals and business school administrators *Official Gazette of the United States Patent and Trademark Office* ,2000 **Lesson Plans for Creating Media-rich Classrooms** Mary T. Christel, Scott Sullivan, 2007 Contains twenty seven lesson plans designed to help teachers integrate media literacy concepts and skills into the curriculum each with a rationale activity and assessment and adaptation suggestions covering photography multimedia video print graphic novels music video games and advertising Includes a companion CD *Small Business Sourcebook* ,2005 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms **Sports Sponsorship** John A. Fortunato, 2013-08-03 This book focuses on how the sponsorship of sports works the costs the goals evaluation and selection of the property a sponsor chooses how to activate a sponsorship how to create a brand association public relations and brand image possibilities Anything is possible in a sponsorship it is simply what the sponsor and the property can agree to during their negotiations There is for example the opportunity for product category exclusivity no competing brand at a particular location With the audience being harder to reach because of technology sponsorship continues to be a viable way to obtain brand exposure and better connect a brand with a consumer With global sponsorship spending totaling more than 51 billion it is clear that many companies see this as an important promotional communication strategy Instructors considering this book for use in a course may request an examination copy here **Getting to the Core of Literacy for History/Social Studies, Science, and Technical Subjects, Grades 6-12**

Vicky Giouroukakis, Maureen Connolly, 2013-05-14 Literacy it's not just for English teachers anymore The new Common Core English Language Arts Standards aren't just for English teachers Fluent reading and writing are critically important to the study of history social studies science and technical subjects too What's more the progress your students make is directly tied to their ability to process information they read and to express their ideas in writing So how do you make literacy a focus of your teaching without taking time away from essential content This practical resource packed with teacher tested CCSS based sample lessons shows you how using the Backward Design approach to set and meet your goals Each lesson template includes The teaching strategies you'll utilize Ways to incorporate technology and media Variations for differentiation and interdisciplinary connections Links to the work of major educational theorists Following these models you'll set the CCSS in your sights and develop lessons that both meet standards and fit your classroom Before you know it you'll be infusing reading and writing across your curriculum in purposeful and meaningful ways *Recent Trends in Sports Engineering* Suvanjan Bhattacharyya, David James, 2025-03-13 This book presents the select proceedings of 3rd International Conference on Sports Engineering ICSE 2023 It bridges the gap between sports industry and academia for improving sports infrastructure and facilities Various topics covered in this book are design manufacturing and testing of synthetic sports surfaces design of training aids in sports fitness and recreation activities simulation and mathematical modelling of sports performance designing sports facilities including indoor and outdoor Stadium wearable exoskeletons and prosthesis in para sports Olympic and Paralympic Sports equipment artificial intelligence in sports training performance machine learning and computer vision computer aided design and application in sports computer supported sports training and performance prediction video analysis and image processing sports analytics and data science The book is useful for researchers and professionals working in the area of sports engineering *The Encyclopedia of Birthdays* Theresa Cheung, 2024-02-20 First published as *The Element Encyclopedia of Birthdays* by HarperCollins Publishers 2007 Title page verso **Cases For Event Management and Event Tourism** Donald Getz, Vassilios Ziakas, 2023-04-30 A comprehensive collection of fully developed case studies of event management and event tourism main areas including HR leadership marketing strategy operations stakeholder management and evaluation all written by international experts It is a must have collection for all those studying and teaching event management and event tourism *Broadcasting & Cable*, 2005 **Chicken Soup for the Teenage Soul III** Jack Canfield, Mark Victor Hansen, Kimberly Kirberger, 2012-08-14 The third volume in the Chicken Soup for the Teenage Soul series promises more love support and inspiration for the series loyal teen readers **Billboard**, 1992-11-14 In its 114th year Billboard remains the world's premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends **National Business Education Association Yearbook**, 2001 **Public Health Branding** W Douglas Evans, Gerard Hastings, 2008-09-11 In recent years public health

marketing and mass media campaigns have begun using public health branding strategies to change health behavior This book argues for the importance of public health branding as a critical strategy in changing population behaviors allowing lasting health outcome benefits **Sports and Entertainment Marketing Updated, Precision Exams Edition** Ken Kaser,Dotty B. Oelkers,2018-10-03 SPORTS AND ENTERTAINMENT MARKETING 4E incorporates feedback from instructors across the country It includes expanded coverage updated content and exciting new features The popular sports and entertainment topics continue to be the foundation for teaching marketing concepts Each marketing function is incorporated throughout the text and is highlighted with an icon to indicate how it is used in the marketing process Features throughout the textbook encourage students to relate marketing concepts to real life businesses with exciting examples of famous athletes and celebrities while each chapter also offers a group project and preparation for BPA DECA and FBLA competitive events MindTap for Sports and Entertainment Marketing Updated Precision Exams Edition 4th edition is the digital learning solution that helps teachers engage and transform today s students into critical thinkers Through paths of dynamic assignments and applications that you can personalize real time course analytics and an accessible reader MindTap helps you turn cookie cutter into cutting edge apathy into engagement and memorizers into higher level thinkers MindTap for this course includes the full interactive eBook as well as auto graded reading activities throughout the eBook for each lesson as well as student tools like flashcards practice quizzes and auto graded homework and tests Important Notice Media content referenced within the product description or the product text may not be available in the ebook version Advertising Dean M. Krugman,1994 *Event Management & Event Tourism* Donald Getz,1997

Sports And Entertainment Marketing Lesson Plans Book Review: Unveiling the Power of Words

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