



**FOREST LAKE AREA SCHOOLS
FOREST LAKE, MN 55025**

January 6, 2011

AGENDA ITEM: 12.6

TOPIC: FIRST READING OF SPORTS MARKETING

BACKGROUND: In the fall of 2010, curriculum discussions led to a .5 credit increase in the science requirement at 7th grade. This increase will take effect in fall of 2011. With the increase in 7th grade science, discussions around elective offerings at the Jr. High level led to the decision to offer 2 credits of elective choice for all 7th and 8th grade students, beginning in the fall of 2011. Elective departments have worked throughout the fall of 2010 to update current offerings or create new course offerings in elective areas. Some offerings will be tailored to mixed groups of 7th and 8th grade students, while some offerings will be offered to grade level students at either grades 7, 8 or 9.

PROCESS: Through discussion around elective choice at the jr. high level, the Business department has created a computer lab-based Sports Marketing class where students learn business and marketing concepts based around the world of the sports entertainment marketing industry. This course would benefit students in the following ways:

1. Students will begin their understanding of what business entails and how businesses function.
2. Students will solve real-world problems that occur in school and the workplace.
3. Students will learn essential computer skills necessary for success in the high school and post-secondary environments.
4. Students will acquire life and work skills from their engagement with the Microsoft Office Suite.

RECOMMENDATION: First reading of a proposal to offer a new 9th grade elective, Sports Marketing, for 2011-12 school year.



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Inspire the Learner, Ignite the Potential

Course Title: Sports Marketing

Course Number:

Grade Level: 9

Credit Hours: 0.5

Course Description:

Take a step-by-step journey through the world of Sports Marketing and discover behind-the-scenes marketing elements involved in the sports entertainment industry. Technology will drive us as we investigate the marketing of college and professional sports and products and services through sports events. You will build and manage a team to compete with your class in a fantasy league and step into the shoes of a sports marketer by: creating a sponsorship proposal for a local sports team, developing a stadium model for a major sports franchise, designing a media kit for a sports team to send to the community, developing an advertising campaign for a sports event. Finally, explore the various marketing careers in the sports industry, what they entail, and what college programs will continue your marketing journey!

Prerequisite:

None

Articulated Agreements / College Credit(if applicable):

N/A

Alignment with Minnesota Academic Standards or national/state contest standards:

Standards taken from the National Standards for Business Education, National Business Education Association, 2007.

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

Standards taken from the National Educational Technology Standards for Students (NETS), International Society for Technology in Education, 2005.

1. Technology productivity tools- Students use technology tools to enhance learning, increase productivity, and promote creativity.
2. Technology problem solving and decision-making tools- Students employ technology in the development of strategies for solving problems in the real world.

Specific Course Learner Outcomes:

Course Outline with Pacing:

Additional Information: