



***Bristol Public Schools***  
**Office of Teaching & Learning**

<b>Department</b>	Business
<b>Department Philosophy</b>	The Business Department curriculum enables students to acquire and strengthen literacy, numeracy, decision-making, and computer skills through a series of three coordinated course pathways: Accounting, Computer Information Systems, and Business Management. Students will actively use technology as a tool to gather, analyze, and communicate information, solve problems, and make responsible, ethical decisions. Our focus will be to assist and encourage each student to use education to develop leadership, interpersonal and technological skills necessary for post-secondary, professional, and personal success in a competitive global marketplace.
<b>Course</b>	Sports and Entertainment Marketing
<b>Course Description for Program of Studies</b>	This course is designed to study marketing principles and concepts in the sports and entertainment industry. In this second phase of the marketing program, instructional topics will include an orientation to the sports and entertainment industry, economics, event execution, career opportunities, decision making, event marketing, advertising and promotion, and legal aspects/contracts. Students will use technology to complete class assignments, simulations, and projects.
<b>Grade Level</b>	9, 10, 11, 12
<b>Pre-requisites</b>	Introduction to Marketing
<b>Credit (if applicable)</b>	0.5 Academic Credit

**P** indicates standard will be a priority for the unit; **S** indicates a supporting standard

District Learning Expectations and Standards	Introduction to Sports and Entertainment Marketing	The Business of Sports and Entertainment Marketing	A Global Look at Sports and Entertainment	Sports and Entertainment Product	Sports and Entertainment Marketing Channels	Sports and Entertainment Promotion and Planning	Sports and Entertainment Sales
CT CTE Standards							
A. Channel Management							
1. Explain channel management and understand its role in marketing.					P		
2. Identify ways to create positive relationships with customers to enhance a company's image.	S				S		P
3. Resolve customer conflicts to encourage repeat business.	S						P
4. Determine ways to reinforce a company's image to exhibit the company's brand promise.		S					P
C. Marketing							
12. Describe customer, client, and business behavior and how it motivates decision-making.			P				P
13. Develop marketing strategies to guide marketing tactics.			S			P	
14. Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI).	P	S					

15. Use marketing information to develop a marketing plan.						P	
16. Explain the role of pricing in marketing.				P			
D. Product/Service Management							
17. Explain the nature and scope of product and service management.	S	S		P			
18. Apply quality of assurances to enhance product and service offerings.		P		P			
19. Explain how product-mix strategies can help meet customer expectations.	S			P			
20. Identify ways products and services can be positioned to acquire a desired business image.			P	P			
E. Promotion							
21. Explain the nature and scope of promotion.						P	
22. Identify promotional channels used to communicate with targeted audiences.			S		P	P	
23. Explain the use of an advertisement's components to communicate with targeted audiences.						P	
24. Describe the use of public-relations activities to communicate with targeted audiences.						P	
F. Selling							
25. Explain the nature and scope of selling.							P
26. Acquire the product knowledge to communicate product benefits and to ensure appropriateness of product for the client or customer.							P
27. Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.							P
28. Identify pre-sales activities to facilitate a sales presentation.	S					S	P

## UNIT 1: Introduction to Sports and Entertainment Marketing

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
2	Identify ways to create positive relationships with customers to enhance a company's image.	X	Content Knowledge	Marketing Distribution Promotion	Product Price Entertainment Rating Productivity
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
3	Resolve customer conflicts to encourage repeat business.	X	Content Knowledge	Customer Service Gap Values-based Culture	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
14	Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI).	X	Content Knowledge	Break Even Point Opportunity Cost Target Market Market Segment Marketing Mix Mass Marketing Gross Impression	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

17	Explain the nature and scope of product and service management.	X	Content Knowledge	Sports Marketing Entertainment Marketing	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
19	Explain how product-mix strategies can help meet customer expectations.	X	Content Knowledge	Discretionary Income Emotional Purchases Rational Purchases Patronage Purchases Benefits Derived	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
28	Identify pre-sales activities to facilitate a sales presentation.	X	Content Knowledge	Economic Market Market Share Comparative Advantage	Demographics
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

What are the core standards of marketing for a popular sports and entertainment event? What is the marketing concept for sports and entertainment events?
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CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
2	Recall and explain the basic concepts and central focus of marketing.  Connect basic concepts and central focus from Introduction to Marketing content to Sports and Entertainment Marketing.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
3	Justify the importance of outstanding customer service.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
14	Apply the marketing mix.  Explain the reasons for sports and entertainment options.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
17	Examine the value of sports and entertainment marketing.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									

			Observation									
19	Interpret the importance of understanding buyer behavior when making marketing decisions.  Assess buyer behavior decisions.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
28	Relate the seven core standards of marketing as they relate to sports and entertainment marketing.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									

ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connection to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			



## UNIT 2: The Business of Sports and Entertainment Marketing

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
4	Determine ways to reinforce a company's image to exhibit the company's brand promise.	x	Content Knowledge	Risk management Liable Contingency planning Risk assessment	Profit Economics Loss Forecast Capital Budget Risk
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
14	Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI).	x	Content Knowledge	Return on investment Venture capital Income statement Balance sheet Profit motive Revenue stream Economic impact	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
17	Explain the nature and scope of product and service management.	x	Content Knowledge	Economic utility Scarcity	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

18	Apply quality assurances to enhance product and service offerings.	x	Content Knowledge	Economic utility Risk management Risk assessment	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

What are the sources and categories of business, risk, and how are they managed?

What does ethics mean in sports and entertainment marketing, and what impact does unethical behavior have?

CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
4	Explain methods a business uses to manage risks.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Interpret the meaning of ethics in sports and entertainment marketing.  Analyze the impact of ethical and unethical behavior.	x	Constructed Response									
			Performance									
			Observation									
14	Recognize the importance of the profit motive in business.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Compare and contrast sources of funding and revenue for sports and entertainment businesses.	x	Constructed Response									
			Performance									
			Observation									
17	Critique the impact of limited resources on businesses.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
18	Appraise the types of utility.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Apply methods a business uses to manage risks.	x	Constructed Response									
			Performance									

			Observation		
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ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			

## UNIT 3: A Global Look at Sports and Entertainment Marketing

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
12	Describe customer, client, and business behavior and how it motivates decision-making.	x	Content Knowledge	International Olympic Committee(IOC) Gender Equity Polyglots Niche Travel Ecotourism Multi-Generationalism	Differentiation Globalization Box Office Culture Prime Time
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
13	Develop marketing strategies to guide marketing tactics	x	Content Knowledge	Censorship Joint Venture Piracy Direct economic impact Indirect Economic Impact	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
20	Identify ways products and services can be positioned to acquire a desired business image.	x	Content Knowledge	Direct economic impact Indirect Economic Impact	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
22	Identify promotional channels used to	x	Content Knowledge	International Olympic Committee(IOC)	

	communicate with targeted audiences.		Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)	International Marketing	
			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

What impacts do major international events and politics have on sports and entertainment?  
How do cultural and gender diversity relate to the popularity of sports and entertainment?

CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
12	Analyze the effect of major international events on sports	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Connect how present-day politics affects sports and entertainment.	X	Constructed Response									
			Performance									
			Observation									
13	Assess global trends and opportunities in sports and entertainment.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
20	Investigate the impact of multiculturalism and diversity on sports and entertainment.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Identify the effects of global communications on sports and entertainment.	X	Constructed Response									
			Performance									
			Observation									
22	Interpret the role of travel and tourism in sports and entertainment.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Examine the roles of resorts and theme parks.	X	Constructed Response									
			Performance									
			Observation									



	Critique the impact of women in sports and entertainment.				
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ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			

## UNIT 4: Sports and Entertainment Product

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
16	Explain the role of pricing in marketing	X	Content Knowledge	Skimming Price Strategy Penetration Price Strategy Product Life Cycle	Brand NCAA Agent Advisor Contract
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
17	Explain the nature and scope of product and service management.	X	Content Knowledge	Product Mix Product Extensions Product Enhancements Product Line	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
18	Apply quality assurances to enhance product and service offerings.	X	Content Knowledge	Product Mix Product Extensions Product Enhancements Product Line Blue-Chip Athletes Trademark Licensed Brand	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

19	Explain how product-mix strategies can help meet customer expectations.	X	Content Knowledge	Product Mix Product Extensions Product Enhancements Product Line Blue-Chip Athletes Licensed Brand	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
20	Identify ways products and services can be positioned to acquire a desired business image.	X	Content Knowledge	Fringe Benefits Handler Agent Contract Non-Compete Clause Positioning	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

What are the components of the product mix for a sports or entertainment event, and how can the product for that event be enhanced?  
What is the bottom line for sporting events, and why are the costs so high?

CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
16	Defend the high cost of sports and entertainment events.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Determine the bottom line for sports.	x	Constructed Response									
			Performance									
			Observation									
17	Compare and contrast the stages of the product life cycle.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Identify the roles of athlete agents, handlers, and advisers.	x	Constructed Response									
			Performance									
			Observation									
18	Differentiate among product mix, product extension, and product enhancement.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Analyze the connection among product mix, product extension, and product enhancement.	x	Constructed Response									
			Performance									
			Observation									
19	Appraise the components of the product mix.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									

			Observation									
20	Explain how products are positioned in the marketplace	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									

ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			

## UNIT 5: Sports and Entertainment Marketing Channels

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
1	Explain channel management and understand its role in marketing.	x	Content Knowledge	Channels of Distribution Mass Media Disruptive Technologies Predictive Search Non-Revenue Sports League Agreement Programming Distributor	Intermediaries Logistics Venue Cartel Intermediaries
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
2	Identify ways to create positive relationships with customers to enhance a company's image.	x	Content Knowledge	Cable Bundle Platforms Wide-Release Multichannel Video	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
22	Identify promotional channels used to communicate with targeted audiences.	x	Content Knowledge	Broadband Podcasts In-Concert Movie Platforms Wide-Release Art-House Movies Amphitheaters	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		



## UNIT ESSENTIAL QUESTIONS

What issues have an impact on the role of channel management and global distribution?  
How has technology improved the efficiency of channel management?

CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy	Additional Student Outcomes								Common Learning Experiences
1	Assess the role of channel management in sports and entertainment marketing.	X Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Describe the use of technology in the channel management function.  Compare the efficiency of using social media and technology to the physical distribution of products or services.	X Constructed Response									
		Performance									
		Observation									
2	Analyze channel strategies for professional sports.	X Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Interpret channel management strategies used in entertainment distribution.  Investigate global distribution channels for sports and entertainment.	X Constructed Response									
		Performance									
		Observation									
22	Interpret channel strategies for professional sports.	X Selected Response		Reading		Writing		Math		Tech	Common Case Study
	Interpret channel management	X Constructed Response									

	strategies used in entertainment distribution.		Performance		
	Evaluate distribution strategies for amateur sports and recreation.  Explain considerations in distribution of college sports.		Observation		

ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			

## UNIT 6: Sports and Entertainment Promotion and Planning

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
13	Develop marketing strategies to guide marketing tactics.	x	Content Knowledge	Promotional Mix	Media Advertising Copy Reach Frequency Goodwill Body Language Exchange
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
15	Use marketing information to develop a marketing plan.	x	Content Knowledge	Promotional Plan	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
20	Identify ways products and services can be positioned to acquire a desired business image.	x	Content Knowledge	Logo	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

21	Explain the nature and scope of promotion.	x	Content Knowledge	Grass-Roots Effort Event Triangle	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
22	Identify promotional channels used to communicate with targeted audiences.	x	Content Knowledge	Sponsorship Corporate Sponsorship Endorsement	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
23	Explain the use of an advertisement's components to communicate with targeted audiences.	x	Content Knowledge	Native Advertising Visual Merchandising Trailer Mash-Up Gross Rating Points (GRP) Cost-Per-Thousand (CPM) Quantitative Measurement Loyal Users Qualitative Measurement Experiential Activations	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
24	Describe the use of public-relations activities to communicate with targeted audiences.	x	Content Knowledge	Publicity Publicist Public Relations (PR) Booking Agent	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
25	Explain the nature and scope of selling.	x	Content Knowledge	Product Placement Viral Campaign	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		

			Physical Skill		
			Product Development		
			Learning Behavior		
28	Identify pre-sales activities to facilitate a sales presentation.	x	Content Knowledge	Sales Promotion Personal Selling Consumer Sales Promotion Trade Sales Promotion	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

<p>What is a promotional plan and how is it used in the sports and entertainment industry?</p> <p>What are the components of effective publicity, advertising, sales promotion, and personal selling?</p>
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CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
13	Justify the needs for a strategy when developing a promotional plan	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
15	Identify steps in developing a promotional plan.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
20	Describe how logos impact the image of businesses involved in the sports and entertainment industry.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
21	Explain the purposes or promotion.  Summarize the significance of the four elements of promotion.  Connect the components and	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									





			Performance		
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ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			

## UNIT 7: Sports and Entertainment Sales

### UNWRAPPED STANDARDS

Standard		Type of Standard		Concepts and Disciplinary-Specific Vocabulary	Academic Vocabulary
2	Identify ways to create positive relationships with customers to enhance a company's image	x	Content Knowledge	Group Packages Luxury Boxes	Leads
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
3	Resolve customer conflicts to encourage repeat business.	x	Content Knowledge	Customer Management	
		x	Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
4	Determine ways to reinforce a company's image to exhibit the company's brand promise.	X	Content Knowledge	Club Seats	
		X	Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		

12	Describe customer, client, and business behavior and how it motivates decision-making.	X	Content Knowledge	Preapproach Suggestion Selling Cold Calling	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
25	Explain the nature and scope of selling.	X	Content Knowledge	Ticket Brokers Ticket Scalpers Cold Calling Suggestion Selling	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
26	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the client or customer.	X	Content Knowledge	Suggestion Selling	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
27	Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	x	Content Knowledge	Customer Management	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		
			Physical Skill		
			Product Development		
			Learning Behavior		
28	Identify pre-sales activities to facilitate a sales presentation.	x	Content Knowledge	Preapproach	
			Skill (Problem-Solving, Writing, Speaking, Listening, Reasoning)		

			Physical Skill		
			Product Development		
			Learning Behavior		

## UNIT ESSENTIAL QUESTIONS

CCSS Standard #	Objective(s): The students will be able to:	Summative Assessment Strategy		Additional Student Outcomes								Common Learning Experiences
2	Evaluate the ticket economy and strategies for getting highly sought-after tickets.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
3	Assess methods used by corporations to encourage repeat sales and loyal customers.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
4	Interpret how corporations use sports and entertainment to improve their brand image	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									
12	Justify how corporations use sports and entertainment to motivate employees and impress clients.	x	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		x	Constructed Response									
			Performance									
			Observation									

25	Critique how sporting and entertainment events provide a unique atmosphere for selling.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
26	Examine sales strategies for attracting groups to sports and entertainment venues.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
27	Analyze the management skills and knowledge necessary for successful salespeople.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									
28	Apply the steps involved in the sales process.	X	Selected Response		Reading		Writing		Math		Tech	Common Case Study
		X	Constructed Response									
			Performance									
			Observation									

ADDITIONAL CONSIDERATIONS			
COMMON MISCONCEPTIONS	PRIOR KNOWLEDGE NEEDED TO MASTER STANDARDS FOR THIS UNIT	ADVANCED STANDARDS FOR STUDENTS WHO HAVE DEMONSTRATED PRIOR MASTERY	OPPORTUNITIES FOR STUDENT-DIRECTED LEARNING WITHIN THE UNIT
	Successful completion of Introduction to Marketing course		Connect to DECA activities
RESOURCES			
Textbook Internet Access <a href="http://www.deca.org">www.deca.org</a>			