



Course Proposal for Board Approval

Department: **Business Ed**

The department intends to **add a class** for the upcoming school year.

Course title: **Sports & Entertainment Marketing**

The course will be a(n) **Elective** class that lasts a **Semester**.

Grade levels eligible for enrollment: **Grade 10, Grade 11, Grade 12**

Prerequisites if any: **Either Intro to Business OR Intro to Marketing**

Describe how the course aligns with the department's vision and mission: **In Sports & Entertainment Marketing, students apply the marketing concepts learned in previous marketing courses to the specific industry of entertainment and sports. Students engage in projects and activities focused on developing branding, promotions, pricing, market research, and product-mix strategies simulating realistic business decisions for various events, franchises, and entertainers. For the final project, students will create their own team or event and create a comprehensive marketing plan utilizing key marketing concepts.**

Identify the content standards: **MME.SEM.1.A.a.1:**

I can create a list of benefits ascertained for a school-event marketing plan or other business venture.

MME.SEM.1.B.a.1

I can create a list of benefits ascertained for a school sport marketing plan.

MME.SEM.3:

I can select the target market appropriate for the product or business to obtain the best return on the marketing investment (ROMI).

MME.SEM.3.A:

I can describe the nature of target marketing in sport and event marketing.

MME.SEM.3.B:

I can identify ways to segment sport and event markets.

MME.SEM.3.C.a.1:

I can utilize market segmentation to select a market segment and develop a customer profile for a



sports or entertainment product.

MME.SEM.3.E:

I can conduct market analysis, including market size, market area, and market potential.

MME.SEM.4:

I can employ marketing information to plan marketing activities. (Essential Standard)

MME.SEM.4.A:

I can conduct a SWOT analysis to support the marketing planning process.

MME.SEM.4.B:

I can forecast sales for a marketing plan.

MME.SEM.4.C:

I can develop a marketing plan.

MME.SEM.5:

I can acquire information to guide business decision-making. (Essential Standard)

MME.SEM.5.A.a.1:

I can analyze current sport and event trends.

MME.SEM.5.B:

I can measure the economic impact of sports and events.

MME.SEM.6:

I can employ product-mix strategies to meet customer expectations.

MME.SEM.6.A.a.1:

I can plan and implement elements of a sports or event product including game or event experience, ticketing, organization, facility, equipment/clothing, related services, and image.

MME.SEM.6.B.a.1:

I can identify factors that create brand and fan loyalty such as entertainment value, authenticity, fan bonding, and history or tradition.

MME.SEM.6.C:



I can determine merchandising opportunities for a sport or event.

MME.SEM.6.D:

I can determine the goods and services required for an event.

MME.SEM.7:

I can employ pricing strategies to determine optimal pricing.

MME.SEM.7.A.a.1:

I can calculate the break-even point for a sports or entertainment product.

MME.SEM.7.B:

I can select appropriate pricing strategies.

MME.SEM.8:

I can acquire product knowledge to communicate product benefits and ensure the product is appropriate for the customer.

MME.SEM.9:

I can manage promotional activities to maximize return on promotional efforts.

MME.SEM.9.E:

I can develop viral sport or event marketing strategies.

MME.SEM.9.F.a.1:

I can discuss considerations in using special events as a sales promotion strategy.

MME.SEM.9.G:

I can plan special events for sports and entertainment.

MME.SEM.9.H:

I can coordinate activities within the promotional mix.

MME.SEM.2.C: Explain career opportunities in sport/event marketing.



Outline the major concepts included in the course: **Unit 1 (2 week): Introduction to Sports & Entertainment Marketing**

Unit 2 (1 week): Marketing Basics

Unit 3 (3 weeks): Sports & Entertainment Branding

Unit 4(3 weeks): Market Research & Consumer Behavior

Unit 5 (1 week): Pricing & Ticket Sales

Unit 6 (3 weeks) : Promotion & Sponsorship

Unit 7 (2 week): Event Planning

Describe the learning activities: **Industry overview infographic**

“Why brands pay athletes” discussion journal

Case study: Nike, Disney, EA Sports

Redesign a sports product (team merch, shoes, etc.)

Logo redesign challenge

Create a concept for a new entertainment brand

Brand pitch to “investors”

Market Research product of industry/sport franchise/entertainment event/artist

Create a pricing strategy for a concert

Price a professional sports event

Sponsorship proposal (local team, school team, event, etc.)

Analyze a marketing campaign from various sports and entertainment outlets

Plan a school sports night

Build a concert plan

Create promotional materials (posters, hype videos)

Create and build a marketing plan around a new franchise/entertainer/event

Describe how the course aligns with the current scope and sequence. **It will be a extension course off of the introductory courses to either business or marketing.**

The methods for evaluation include: **70% project based**

- Individual and group work

30% traditional testing

The criteria for intervention and/or enrichment include: **Intervention:**

Struggles identifying marketing concepts

Difficulty applying concepts to real examples

- Both assessed through formative work

Enrichment:

Displays strong creative and research skills

Shows advanced understanding of core marketing concepts

- Assessed through scaffolded project requirements

Additional supplies and equipment with an estimate: **None**

Required text for review: **None**



Additional information: **Partial duplicaiton of critical thinking with certain marketing phsychological concepts taught, however it is brief and does not overlap in a way that makes it the same units or curriculum.**

Department Member's Signatures of Support:

Date: