

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Concept/ Essential Question	MARKETING BASICS, SPORTS MARKETING, ENTERTAIN MENT MARKETING, AND RECREATION MARKETING	MARKETING COLLEGE ATHLETICS, ECONOMIC IMPACT OF COLLEGE ATHLETICS, AND AMATEUR SPORTS	BIG LEAGUE SPORTS, ATTRACTING A PROFES- SIONAL TEAM, AGENTS, MANAGERS, AND ETHICS ENTREPRE- NEURS THEME RESTAURANTS	THEME RESTAURANTS & USING SPORTS TO MARKET PRODUCTS, SPONSOR- SHIP, PROMOTION AND ENDORSE- MENTS	PUBLIC RELATIONS, FANS, AND PUBLISHING AND SPEAKING ENGAGE- MENTS	COMMUNITY SERVICE, SPORTS CAMPS, AND WORKSHOPS TRAITS OF A SUCCESSFUL SALESPERSON	ENTERTAIN MENT PROFITS, DISTRIBU- TION OF ENTERTAIN- MENT, MARKETING MUSIC AND THEATER, AWARDS AND ANNUAL EVENTS, ENTERTAIN- MENT AND MARKETING CAREERS	CUSTOMIZED ENTERTAIN- MENT, ENTERTAIN- MENT TECHNOLOGY AND MARKETING, WORD ENTERTAIN- MENT MARKETING	RECREATION SPORTS, TRAVEL AND TOURISM, RESORTS AND THEME PARKS, RECREATION MARKETING CAREERS	PROMOTION, MARKETING RESEARCH, DEVELOPING A MARKETING PLAN, THE BOTTOM LINE
Content Knowledge <i>What students need to know</i>	<ul style="list-style-type: none">*Marketing concepts*Key Marketing Functions*Marketing Strategies*Modern Entertainment Marketing*Travel and Tourism	<ul style="list-style-type: none">*Successful Bowl Game*Effects of Collegiate Sports*Rules and Rankings*College Team Rankings*Market Segmentation*Women's college sports*Marketing Opportunities in Women's Sports*Licensing*Popularity of Amateur Sports*Economic Benefits of Specific Sports	<ul style="list-style-type: none">*Financial Impact*Financial Planning for a Sports Team*Professional Teams and the Community	<ul style="list-style-type: none">*Cereal Stars*Market Audience Size*The Power of Sports*Reasons for Sponsorship*Need for Profit*Sponsorship in Niche Markets*Examples of Niche Markets*Promotion Targets*Promotion Objects*Personal Selling*Advertising*Publicity*Sales Promotion*What is an endorsement*Legal Restrictions on Endorsements*Athlete Endorsements*Advantages and Disadvantages of Endorsements	<ul style="list-style-type: none">*Consumer Demand*Keeping the Customer Happy*Making Public Relations Work*Athletes and Public Goodwill*Sports Heroes*Fan and Image*Benefits of Fan Clubs*Licensing and Merchandising*Predicting the Market*Motivational Speaking	<ul style="list-style-type: none">*Tournaments for Charities*Foundations**Popularity of Camps*Good Marketing and Managing Equals Success*Advertising*Avenues for Ads	<ul style="list-style-type: none">*Other International Sports Trends*Scouting for Talent*Global Marketing*Cost-Cutting Strategies*Profit and Opportunity*Movie Marketing*Today's top Music*Awards Influence Sales*Marketing Jobs*Skill Requirements	<ul style="list-style-type: none">*Customizing Profits*Marketing to Baby Boomers*Internet Entertainment*Global Distribution*International Sports	<ul style="list-style-type: none">*Managing Customer Information*E-Tickets*Price versus Convenience*Ecotourism*Halls of Fame*People Skills*Travel Marketing Outlook	<ul style="list-style-type: none">*Promoting Your Products*Which Media to Use*Sales Promotion*Personal Selling*Researching the Market*Focusing on the Customer*Components of a Strategic Marketing Plan

Skills <i>What students must be able to do</i>	<ul style="list-style-type: none">*Describe the basic concepts of marketing*Define the seven key marketing functions*Understand the broad definition of marketing and how marketing influences students each day*Create a flier to post on local bulletin board to sell stereo system*Understand the concept of ambush marketing*Understand a target market*Design a brochure for the target market*Provide examples of a target market*Writing a Script for a TV ad*Prepare a table of the marketing mix for tourism*Provide two examples of each of the key marketing concepts*create a chart with the seven key marketing functions*Research a city with a professional sports team	<ul style="list-style-type: none">*Recall a commercial advertising women's athletics*List the top five ways a market is segments*create a method for ranking college teams that is unbiased*Create a market segmentation profile of fans for this team*select a logo for a university that is successful in a particular sport*Design a poster containing their college team's schedule*Describe how the schools use the internet to market Their athletic programs*Create a questionnaire to find out what professional sports are the most popular for students*Research a city with a professional sports team*Know the Six different types of commercials	<ul style="list-style-type: none">*Make judgment calls*Discuss principle-based behavior*list positive things athletes/celebrities can do*List type of workers at a major sporting event*Create ideas for a theme restaurant for Indiana Jones and the Temple of Doom or the Movie Big	<ul style="list-style-type: none">*Match products to service or coaches to team*List examples of merchandise that would sell at a football or basketball game*give promotional strategies to increase fan support*List incentives that major cities can offer to land professional teams*Describe the demographics of their school population*Search advertisements that relate sports to products being advertised*design a collage that demonstrates the numerous marketing strategies that use sports to sell products or services*Find other sponsorship possibilities on the Internet*Design a promotional strategy for a sponsor of a major college football team*List the characteristics that businesses look for when selecting an endorser*Select a famous athlete to endorse a product*Research an endorsement by a famous athlete*Create a News Release	<ul style="list-style-type: none">*Define "public relations*Give examples of what fans, athletes, and communities can do to demonstrate positive public relations*Design athletic cards for their favorite athletes*give examples of good topics for successful athletes to use on speaking tours*design a brochure advertising a famous athlete or coach to speak at conventions or other special events*Create menus, audio and visual commercials, and other miscellaneous theme restaurant items*Watch Super Bowl to identify commercial types	<ul style="list-style-type: none">*Design a t-shirt, a sun visor, or other souvenir*Create a fictitious sports camp or clinic*Outline a plan for success when entering a sports marketing career*Name a promotion, an ad, a logo, or other marketing strategy that may have helped contribute to the popularity of these sports*Creating a classified ad*Learning how to do a Feature Benefit Chart*Learn the Steps of a Sales Process (Chapter 14)	<ul style="list-style-type: none">*List the top ten reasons for this city to host the Olympics*Develop a time line during this century that shows when sports became popular and what historical events opened more international opportunities in sports*Research marketing careers and present	<ul style="list-style-type: none">*Understand the basics of financing entertainment*Learn about the promotion of music and theater and the distribution of music*Discuss the disadvantages of having hundreds of TV stations from which to choose	<ul style="list-style-type: none">*find salaries for other related positions in recreation and tourism to share with students*suggest some positions in recreation for our area*write a letter to the president of a company that owns a theme park. Persuade him or her to hire you to promote the theme park to a specific market segment	<ul style="list-style-type: none">*Design visual representations of the four types of promotion*Identify the five different forms of promotions (event, advertising, publicity, sales promotion, and personal selling*Find four types of promotion and create a poster or display explaining the promotional activities*Research nielsenmedia.comFor more information on television ratings*Design a survey to ask others about sports, etc.*Prepare a marketing plan for one of their favorite products*Review the components of a strategic marketing plan
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Assessment <i>Evidence of learning</i>	*Flier *Brochure *Script for a TV *Marketing Mix Tourism Table *Logo for a major sporting goods manufacturer *Tracking of Gross Impressions extra credit assignment *Description of the marketing mix for a beach vacation facility *Mathematics (Page 26) *Travel/Tourism Project *T-shirt/Helmet for Professional Football Team *Professional Football Team Research *Marketing Vocabulary Quiz *Cereal Box Project	*Poster with college team's schedule *Questionnaire *Report on professional city sports team *Mathematics (page 48) *One-page paper explaining why tourists should drive nearly an hour to come to your town and golf course *Extra Innings Projects (Page 48) *Slogans for the World Series Worksheet *Commercial design	*Encore (Page 82) *History (Page 70) *Six type of commercials quiz *Entrepreneur Report	*Collage *Promotional Strategy *Cereal Box *Rough Draft of Theme Restaurant Work *Endorsement Paper on a famous athlete	*athletic cards *brochures *Theme Restaurant Final Draft Project *t-shirt, a sun visor, or other souvenir *Super Bowl Identification of Commercials	*Listing of a successful salesperson *Chapter 12 vocabulary *Calculating Commission (page 140) *Classified Ad Creation *Feature Benefit Chart of your favorite product *Sales Presentation	*timeline *Marketing Career Presentation *Fact and Idea Review Page 140 *Fact and Idea Review page 200 *Commercial Group Video *Sales Presentation/Commercial in Groups (slinky or other gadgets) *Egg Project	*Paragraph discussing the merits versus the risks of a company using a controversial athlete to endorse its products *Design an attention-getting and income-producing promotional campaign for the National Wheelchair Basketball Association *Crackers Bakery	*Design a promotional poster for a popular sports book *Write a newspaper press release for an upcoming sports event at your school *Writing a Business Plan *Preparing a Balance Sheet *Preparing an Income Statement *Projecting a Cash Budget *Creating a Log for your Business	*Finalize Business Plan *Review
Resources Text	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials	Sports and Entertainment Marketing, Internet And Marketing Essentials Crackers Bakery	Sports and Entertainment Marketing, Internet And Marketing Essentials Crackers Bakery	Sports and Entertainment Marketing, Internet And Marketing Essentials Crackers Bakery