| 4002 NYS Learning/Core Standards | Content (What needs to be taught?) | Curriculum Materials Used | (All) Assessments Used (Daily/Weekly/Benchmarks) | Time Line |
|--|---|---|---|------------------------|
| CDOS STANDARD 2 INTEGRATED LEARNING | Marketing Concepts Explain basic marketing concepts. Define marketing mix. Define 7 key marketing functions. Sports Marketing Define sports marketing. Understand target markets. Identify sports marketing strategies. Entertainment Marketing Understand target marketing in entertainment. Relate advances in entertainment technology to changes in distribution. Recognize the power of TV as a marketing tool | Marketing teacher website PowerPoint notes Newspaper articles Handouts | participation in class discussion. flier with marketing elements demonstrated participation in class discussion create their own logos participation in class discussion analysis of TV advertisements analysis of internet advertisement | September |
| CDOS STANDARD 2 INTEGRATED LEARNING | Recreation Marketing • Apply the marketing mix to recreation marketing. • Describe the marketing for travel & tourism. Marketing College Athletics • Explain the importance of NCAA ranking of college sports. • Define market segmentation. • Discuss the growth of marketing & women's sports. | Marketing teacher website PowerPoint notes Newspaper articles Handouts | participation in class discussion descriptions of recreational activities participation in class discussion internet exploration of teams & rankings Research the impact of NCAA probation. | September - October |

Grid - 9/23/10

| NYS Learning/Core Standards | Content (What needs to be taught?) | Curriculum Materials Used | (All) Assessments Used (Daily/Weekly/Benchmarks) | Time Line |
|-------------------------------------|--|--|--|-----------------------|
| CDOS STANDARD 2 INTEGRATED LEARNING | Economic Impact of College Athletics Understand the benefits of college sports to the home community. Identify the benefits of sponsorship & licensing to a team. Explain the reasons for realignment of college conferences. | Marketing teacher websitePowerPoint notes | participation in class discussion research of universities & their corporate sponsors & logo brochure to promote your home town | October |
| | Amateur Sports • Discuss marketing & sponsoring of amateur sports. • Understand the economic benefits of amateur sports. Big League Sports • Discuss the financial impact of professional sports. • Identify the perks associated with big league sports. | Newspaper articles Handouts Research a local team & determine costs & benefits to the community. | Sports camp and charity foundation creation projects Creating a product advertisement/commercial for use during SuperBowl Create a voice commercial/podcast using Audacity | October/November |
| CDOS STANDARD 2 INTEGRATED LEARNING | Attracting a Professional Team • Describe the distribution process for a professional sports team. • Explain the process for financing a professional sports team. Agents, Manager, & Ethics • Understand the role of a sports agent. | Notes Handouts Movie – Jerry Maguire Articles about sports agents | celebrity endorsement presentation analysis of paid endorsers participation in class discussion research advertisements images portrayed | November- December |

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| NYS Learning/Core Standards | Content (What needs to be taught?) | Curriculum Materials Used | (All) Assessments Used (Daily/Weekly/Benchmarks) | Time Line |
|-------------------------------------|---|--|--|----------------------|
| CDOS STANDARD 2 INTEGRATED LEARNING | Endorsements Define endorsements & their restrictions. Describe qualifications of endorsers. Public Relations Discuss the importance of positive public relations for sports. Explain how P.R. firms assist in creating | Marketing teacher websitePowerPoint notes | participation in class discussion • celebrity endorsement presentation • analysis of paid endorsers | December- January |
| | favorable images. •Evaluate how athletes can affect public perceptions. Fans • List the advantages of fan clubs to both fans & athletes | Newspaper articlesHandoutsProjects | participation in class discussion research advertisements & images portrayed | |
| | Discuss the importance of marketing research before undertaking a licensing agreement. • Describe the successful sports licensees & sponsors. Publishing & Speaking Engagement • Explain how a sports figure can be successful in the lecture circuit. • Describe the steps in the creation of popular sports | Final Assessment Project | participation in class discussion Design a trading card. identification of licensees sponsors | December- January |

| Sports and Entertainment Marketing Curriculum Map Mr. Hertzog Fall 2021 | | | | |
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