

Sports and Entertainment Marketing Curriculum Map Mr. Hertzog Fall 2021

4002 NYS Learning/Core Standards	Content (What needs to be taught?)	Curriculum Materials Used	(All) Assessments Used (Daily/Weekly/Benchmarks)	Time Line
<p>CDOS STANDARD 2</p> <p>INTEGRATED LEARNING</p>	<p>Marketing Concepts</p> <ul style="list-style-type: none"> • Explain basic marketing concepts. • Define marketing mix. • Define 7 key marketing functions. <p>Sports Marketing</p> <ul style="list-style-type: none"> • Define sports marketing. • Understand target markets. • Identify sports marketing strategies. <p>Entertainment</p> <p>Marketing</p> <ul style="list-style-type: none"> • Understand target marketing in entertainment. • Relate advances in entertainment technology to changes in distribution. • Recognize the power of TV as a marketing tool 	<ul style="list-style-type: none"> • Marketing teacher website • PowerPoint notes • Newspaper articles • Handouts 	<ul style="list-style-type: none"> • 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 	<p>September</p>
<p>CDOS STANDARD 2</p> <p>INTEGRATED LEARNING</p>	<p>Recreation Marketing</p> <ul style="list-style-type: none"> • Apply the marketing mix to recreation marketing. • Describe the marketing for travel & tourism. <p>Marketing College Athletics</p> <ul style="list-style-type: none"> • Explain the importance of NCAA ranking of college sports. • Define market segmentation. • Discuss the growth of marketing & women’s sports. 	<ul style="list-style-type: none"> • Marketing teacher website • PowerPoint notes • Newspaper articles • Handouts 	<ul style="list-style-type: none"> • participation in class discussion • descriptions of recreational activities • participation in class discussion • internet exploration of teams & rankings • Research the impact of NCAA probation. 	<p>September - October</p>

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Grid – 9/23/10

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<p>CDOS STANDARD 2</p> <p>INTEGRATED LEARNING</p>	<p>Economic Impact of College Athletics</p> <ul style="list-style-type: none"> • 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. <p>Amateur Sports</p> <ul style="list-style-type: none"> • Discuss marketing & sponsoring of amateur sports. • Understand the economic benefits of amateur sports. <p>Big League Sports</p> <ul style="list-style-type: none"> • Discuss the financial impact of professional sports. • Identify the perks associated with big league sports. 	<ul style="list-style-type: none"> • Marketing teacher website • PowerPoint notes • Newspaper articles • Handouts • Research a local team & determine costs & benefits to the community. 	<ul style="list-style-type: none"> • participation in class discussion • research of universities & their corporate sponsors & logo • brochure to promote your home town • Sports camp and charity foundation creation projects • Creating a product advertisement/commercial for use during SuperBowl • Create a voice commercial/podcast using Audacity 	<p>October</p> <p>October/November</p>
<p>CDOS STANDARD 2</p> <p>INTEGRATED LEARNING</p>	<p>Attracting a Professional Team</p> <ul style="list-style-type: none"> • Describe the distribution process for a professional sports team. • Explain the process for financing a professional sports team. <p>Agents, Manager, & Ethics</p> <ul style="list-style-type: none"> • Understand the role of a sports agent. 	<ul style="list-style-type: none"> • Notes • Handouts • Movie – Jerry Maguire • Articles about sports agents 	<ul style="list-style-type: none"> • celebrity endorsement presentation • analysis of paid endorsers • participation in class discussion • research advertisements & images portrayed 	<p>November-December</p>

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