

PLANNED COURSE CURRICULUM GUIDE SPORTS & ENTERTAINMENT MARKETING

I. COURSE DESCRIPTION AND INTENT:

This course is designed to teach the concepts of marketing and apply those concepts to the cutting edge sports and entertainment industries.

The course will highlight and expand on the nine functions of marketing. Major areas that will be covered are amateur and professional sports, theme parks, Broadway, television, and movie industries, concert and arena productions, and theme restaurants.

A GREAT PLACE TO LEARN!



II. INSTRUCTIONAL TIME:

Class Periods: One
Length of Class Periods (minutes): 42 minutes
Length of Course: Full School Year
Unit of Credit: One
Course Weight: One

PINE GROVE AREA SCHOOL DISTRICT
PINE GROVE, PENNSYLVANIA

PINE GROVE AREA SCHOOL DISTRICT
Pine Grove, Pennsylvania 17963

PLANNED COURSE ADAPTATIONS/MODIFICATIONS
Introduction

The instructional adaptations that follow are provided as suggestions to be implemented with all students, particularly with those in need of special education services including the gifted. This listing is in no way intended to be exhaustive. Rather, it is reflective of some major considerations in the area of curriculum adaptations/modifications.

These instructional adaptations will work with any student, but are especially beneficial to those in need of learning support. Some may argue that these modifications are simply *good teaching*. Indeed, modifications of this type do represent good teaching. These principles of good teaching become instructional modifications whenever: (1) certain students in a particular class require such modifications *above and beyond* what is typically required by *most* students in that class and (2) without these modifications, these same students would not succeed.

PREFACE

Users and information seekers should familiarize themselves with the purpose and terminology of this **Planned Course Curriculum Guide (PCCG)**. We suggest that you first read the following:

- **PCCG PURPOSE AND INTENT**
- **PCCG DEFINITIONS**

The PCCG specifies the unit lesson outcome, essential content, standards, activities, resources, and evaluation of student performance. This sector provides the means to initiate the learning activities to attain the program goal as identified in the course description and intent.

The standards and outcomes are minimal expectations; further embellishment of the course is discretionary with the instructor depending upon the capability of the students.

This PCCG is designed as an ACTIVE document capable of technological modification as required.

The instructional delivery of this curriculum is quality controlled through the lesson plan development of the teacher.

Lawrence J. Mussoline, Jr., Ph.D.
Superintendent of Schools

PLANNED COURSE CURRICULUM GUIDE (PCCG) PURPOSE AND INTENT

The Planned Course Curriculum Guide (PCCG) is a multi-purpose document:

- All staff, particularly new teachers, can understand instructional expectations through the WRITTEN curriculum
- A continuing district-wide instructional process and scope and sequence of subject matter are enhanced. The WRITTEN curriculum is delivered through the TAUGHT curriculum (instructional content and learning activities) and is evaluated through the TESTED curriculum (expected levels of student achievement - learning outcomes)
- Priority student-centered outcomes are identified and attained through suggested learning activities and content designed to help insure a balanced and comprehensive basic curriculum
- Essential content and course standards provide an efficient basis for selecting appropriate instructional materials and resources
- Staff development areas for curriculum improvement are provided
- The PCCG conforms with current Pennsylvania Department of Education curriculum regulations and serves the dual feature of providing both an administrative document and an instructional guide
- Content and subject format remain flexible and adaptable to modification - an "active" document
- Special Pennsylvania Department of Education (PDE) legislation is identified
- Parents and students are provided with an overview of the instructional program and each course in particular

PLANNED COURSE CURRICULUM GUIDE (PCCG) DEFINITIONS

- **Course Description and Intent**: a brief overview of the course and program goals
- **Instructional Time**: frequency of class meetings and time/appropriate credit at the secondary level
- **Special Notes**: emphatic features or highlights and identification of Department of Education mandates found in the course
- **Unit Lesson Outcome**: describes the knowledge, skills, attitudes, student performance behaviors and areas of study that have been identified as appropriate to help the student attain the rigorous standards of a quality education
- **Teaching-Learning Activities**: suggested activities designed to help all students achieve the learning outcomes and standards
- **Standards**: statements establishing the minimal knowledge, skills, performance behaviors, and essential learning (content) a student must attain. A standard defines what students should know and be able to do
- **Expected Levels of Achievement (Learning Outcomes)**: what students will be expected to do as a result of the application of teaching-learning activities and content
- **Evaluation Criteria (Actual Level of Attainment)**: student performance level achieved and measured through specified evaluation criteria

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content Standard #1:

Foundations of Marketing: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>I.1 Recognize that a successful marketing strategy is built on positive customer relationships.</p> <p>I.2 Identify the elements of the marketing mix (e.g., product, price, plan, and promotion)</p> <p>I.3 Describe the wide scope of marketing – business-to-consumer, business-to-business, industrial, nonprofit, personal, government, and electronic.</p> <p>I.4 Describe the importance of marketing in a global economy.</p> <p>Chapter 1: What is Sports & Entertainment Marketing?</p>	<p>Introduction to Marketing</p> <p>✓ I.1-4 Students will participate in class lecture, discussion, presentation, and guided notes for Chapter 1, pages 3 – 24.</p> <p>✓ I.1-4 Students will read Chapter 1, pages 3-24.</p> <p>✓ I.1-4 Students will complete the Intermission and Encore exercises at the end of each section within the chapter.</p> <p>✓ I.1-4 Students will complete Marketing Functions Map</p> <p>✓ I.1-4 Students will complete the End of Chapter Review on pages 26-29.</p> <p>✓ I.1-4 Students will think critically for the Case Study on pages 30-31.</p> <p>✓ I.1-4 Students will complete a Chapter Test.</p>	<p>I.1-4 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>I.1-4 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Marketing Functions Map • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>I.1-4 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>I.1-4 Chapter One Introduction to Sports and Entertainment Marketing Power Point Presentation</p> <p>I.1-4 Chapter One Power Point Guided Notes & Key</p> <p>I.1-4 Chapter One Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>I.1-4 Chapter One Test and Key</p> <p>I.1-4 Marketing Functions Map handout& key</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content Standard #II:

Consumers and their Behavior: Analyze the characteristics, motivations, and behaviors of consumers.

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<p>STANDARD</p> <p>B. Segmentation And Target Markets</p> <p>II.B.1 Define market segmentation and describe how it is used.</p> <p>II.B.2 Identify the tools of market segmentation (e.g., demographics, psychographics, and geographics)</p> <p>II.B.3 Explain ways that segmentation can be used to identify target markets.</p> <p>Chapter 2: College and Amateur Sports</p>	<ul style="list-style-type: none"> ✓ I.B.1-3 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 2, pages 33 – 50. ✓ I.B.1-3 Students will read Chapter 2, pages 33-50. ✓ I.B.1-3 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ I.B.1-3 Students will read and answer NCAA article and learn sheet ✓ I.B.1-3 Students will take the College & Amateur Sports Poll ✓ I.B.1-3 Students will complete the End of Chapter Review on pages 52-55. ✓ I.B.1-3 Students will think critically for the Case Study on pages 56-57. ✓ I.B.1-3 Students will complete a Chapter Test. 	<p>I.B.1-3 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>I.B.1-3 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • NCAA Learn Sheet • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>I.B.1-3 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>I.B.1-3 Chapter Two and Amateur Sports Power Point Presentations</p> <p>I.B.1-3 Chapter Two Power Point Guided Notes & Key</p> <p>I.B.1-3 Chapter Two Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>I.B.1-3 Chapter Two Test and Key</p> <p>I.B.1-3 College & Amateur Sport Poll</p> <p>Computer Internet Connection Microsoft Office Suite XP Computer Paper Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content Standard #III:

External Factors: Analyze the influence of external factors on marketing.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>B. Ethical Issues</p> <p>III.B.1 Identify ethical issues and their impact on marketing.</p> <p>III.B.2 Differentiate between ethical and unethical marketing practices.</p> <p>Chapter 3: Professional Sports</p>	<ul style="list-style-type: none"> ✓ III.B.1-3 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 3, pages 59 – 76. ✓ III.B.1-3 Students will read Chapter 3, pages 59-76. ✓ III.B.1-3 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.B.1-3 Students will complete Who Wants to be the Next Top Sports Agent? ✓ III.B.1-3 Giant Center Scavenger Hunt & Virtual Field Trip ✓ III.B.1-3 Students will complete Sports Venue Poster. ✓ III.B.1-3 Students will complete the End of Chapter Review on pages 78-81. ✓ III.B.1-3 Students will think critically for the Case Study on pages 82-83. ✓ Students will complete Chapter 3 Matching Review. ✓ III.B.1-3 Students will complete a Chapter Test. 	<p>III.B.1-3 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.B.1-3 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Who Wants to be the Next Top Sports Agent? • Giant Center Scavenger Hunt • Sports Venue Poster • End of Chapter Review • Chapter 3 Matching Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.B.1-3 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.B.1-3 Chapter Three Professional Sports Power Point Presentation</p> <p>III.B.1-3 Chapter Three Power Point Guided Notes & Key</p> <p>III.B.1-3 Giant Center Scavenger Hunt</p> <p>III.B.1-3 Chapter Three Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>III.B.1-3 Chapter Three Test and Key</p> <p>III.B.1-3 Chapter 3 Matching Review handouts & key</p> <p>III.B.1-3 Sports Venue Poster Instruction handouts & Rubric</p> <p>Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content Standard #IV

The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful)©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>D. Promotion</p> <p>3. Public Relations and Publicity</p> <p>IV.D.3.1 Identify various forms of public relations activities.</p> <p>IV.D.3.2 Differentiate between public relations activities and publicity.</p> <p>Chapter 4: Marketing Products and Services through Sports</p> <p>A. Products & Services</p> <p>4. Branding</p> <p>IV.A.1 Identify the qualities of an effective brand.</p>	<ul style="list-style-type: none"> ✓ IV.D.3.1-2 & A.4.1 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 4, pages 85-106. ✓ IV.D.3.1-2 & A.4.1 Students will read Chapter 4, pages 85-106. ✓ IV.D.3.1-2 & A.4.1 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ IV.D.3.1-2 & A.4.1 Students complete Corporate Slogans Learn Sheet ✓ IV.D.3.1-2 & A.4.1 Students select a product or service to promote through a Professional Sports Team ✓ IV.D.3.1-2 & A.4.1 Students will complete the End of Chapter Review on pages 108-111. ✓ IV.D.3.1-2 & A.4.1 Students will think critically for the Case Study on pages 112-113. ✓ IV.D.3.1-2 & A.4.1 Students will complete PSSA Writing ✓ IV.D.3.1-2 & A.4.1 Students will complete Chapter 4 Bingo Review. ✓ IV.D.3.1-2 & A.4.1 Students will complete a Chapter Test. 	<p>IV.D.3.1-2 & A.4.1 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>IV.D.3.1-2 & A.4.1 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Product/Service Promotion Campaign • Corporate Slogans Learn Sheet • PSSA Writing • End of Chapter Review • Chapter 4 Bingo Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>IV.D.3.1-2 & A.4.1 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>IV.D.3.1-2 & A.4.1 Chapter Four P/S Promotion through Sports Power Point Presentation</p> <p>IV.D.3.1-2 & A.4.1 Chapter Four Power Point Guided Notes & Key</p> <p>IV.D.3.1-2 & A.4.1 Chapter Four Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>IV.D.3.1-2 & A.4.1 Corporate Slogans Learn Sheet handouts & Key/PSSA Writing & Rubric</p> <p>IV.D.3.1-2 & A.4.1 Chapter Four Test and Key</p> <p>IV.D.3.1-2 & A.4.1 Chapter Bingo Review handouts & key</p> <p>IV.D.3.1-2 & A.4.1 Product/Service Sponsorship Project Instructions & rubric.</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #IV:

The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

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<p>STANDARD</p> <p>A. Products and Services 4. Branding</p> <p>IV.A.4.1 Identify qualities of an effective brand.</p> <p>IV.A.4.2 Explain the impact of brands on consumer behavior.</p> <p>Chapter 5: Public Images</p>	<ul style="list-style-type: none"> ✓ IV.A.4.1-2 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 5, pages 115-132. ✓ IV.A.4.1-2 Students will read Chapter 5, pages 115-132. ✓ IV.A.4.1-2 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ IV.A.4.1-2 Students will complete the End of Chapter Review on pages 134-137. ✓ IV.A.4.1-2 Students will think critically for the Case Study on pages 138-139. ✓ IV.A.4.1-2 Students will plan a Public Image Assignment to a Product or Service of their Choice and design an introductory commercial or ad. ✓ IV.A.4.1-2 Students will complete a Chapter Test. 	<p>IV.A.4.1-2 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>IV.A.4.1-2 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • End of Chapter Review • Case Study • Public Image Promotion Project • Chapter Test <p>according to answer keys and rubrics.</p>	<p>IV.A.4.1-2 <u>Sports & Entertainment Marketing, 2nd edition, Kaser & Oelkers, 2005, Thomson South-Western</u> textbook</p> <p>IV.A.4.1-2 Chapter Five Public Images Power Point Presentation</p> <p>IV.A.4.1-2 Chapter Five Power Point Guided Notes & Key</p> <p>IV.A.4.1-2 Public Image Creation Project Instructions & Rubric</p> <p>IV.A.4.1-2 Chapter Five Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>IV.A.4.1-2 Chapter Five Test and Key</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III: External Factors: Analyze the influence of external factors on marketing.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>E. Stakeholders</p> <p>III.E.1 Identify special interest groups concerned with marketing policy.</p> <p>III.E.2 Describe the ways in which special interest groups influence marketing.</p> <p>III.E.3 Analyze the ways in which marketers may respond to the concerns of special groups.</p> <p>Chapter 6: Advancing the Cause</p>	<ul style="list-style-type: none"> ✓ III.E.1-3 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 6, pages 141-159. ✓ III.E.1-3 Students will read Chapter 6, pages 141-159. ✓ III.E.1-3 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.E.1-3 Students will complete the End of Chapter Review on pages 160-163. ✓ III.E.1-3 Students will think critically for the Case Study on pages 164-165. ✓ III.E.1-3 Students will work in groups on designing a Sports Camp of the group's choice. ✓ III.E.1-3 Students will complete a Chapter Test. 	<p>III.E.1-3 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.E.1-3 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • End of Chapter Review • Case Study • Sports Camp Project • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.E.1-3 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.E.1-3 Chapter Six Advancing the Cause Power Point Presentation</p> <p>III.E.1-3 Chapter Six Power Point Guided Notes & Key</p> <p>III.E.1-3 Chapter Six Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>III.E.1-3 Sports Camp Project Instructions</p> <p>III.E.1-3 Chapter Six Test and Key Computer Internet Connection Microsoft Office Suite XP Computer Paper Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III: External Factors: Analyze the influence of external factors on marketing.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>C. Economic Issues</p> <p>III.C.1 Determine the ways in which economic conditions, both domestic and international, affect marketing.</p> <p>Chapter 7: Sports Marketing</p>	<ul style="list-style-type: none"> ✓ III.C.1 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 7, pages 167-185. ✓ III.C.1 Students will read Chapter 7, pages 167-184. ✓ III.C.1 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.C.1 Students will complete the End of Chapter Review on pages 186-189. ✓ III.C.1 Students will complete PSSA Writing ✓ III.C.1 Students will think critically for the Case Study on pages 190-191. ✓ III.E.1-Students will complete the Sports Marketing Career Packet ✓ III.C.1 Students will complete a Chapter Test. 	<p>III.C.1 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.C.1 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • PSSA Writing • End of Chapter Review • Case Study • Sports Marketing Career Packet • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.C.1 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.C.1 Chapter Seven Sports Marketing Power Point Presentation</p> <p>III.C.1 Chapter Seven Power Point Guided Notes & Key/PSSA Writing & Rubric</p> <p>III.C.1 Chapter Seven Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>III.C.1 Sports Marketing Career Packet Instructions & rubric</p> <p>III.C.1 Chapter Seven Test and Key Computer Internet Connection Microsoft Office Suite XP Computer Paper Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

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Midterm Examination

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) 😊</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>All standards set forth in curriculum up to midterm.</p>	<p>✓ Students will complete a cumulative Midterm Examination on a specific date.</p>	<p>Students' performance on the Midterm examination.</p>	<p>Midterm Examination and Key</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

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Marketing Academic Content #III: External Factors: Analyze the influence of external factors on marketing.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>A. Government and Legal Regulations III.A.1 Identify specific regulations, laws, and their impact on marketing.</p> <p>D. Competitive Environment III.D.1 Describe ways competition affects marketing decisions.</p> <p>Chapter 8: Entertainment Industry</p>	<ul style="list-style-type: none"> ✓ III.A.1,D.1 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 8, pages 193-220. ✓ III.A.1,D.1 Students will read Chapter 8, pages 193-220. ✓ III.A.1,D.1 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.A.1,D.1 Students will complete Test Your Entertainment Knowledge Learn Sheet ✓ III.A.1,D.1 PSSA Writing on Ethics of Music Downloading ✓ III.A.,D.1 Entertainment Marketing Careers Packet ✓ III.A.1,D.1 Students will complete the End of Chapter Review on pages 222-225-. ✓ III.A.1,D.1 Students will think critically for the Case Study on pages 226-227. ✓ III.A.1,D.1 Students will complete a Chapter Test. 	<p>III.A.1,D.1 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.A.1,D.1 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Test Your Entertainment Knowledge Learn Sheet • PSSA Writing • Entertainment Marketing Careers Packet • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.A.1,D.1 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.A.1,D.1 Chapter Eight Entertainment Industry Power Point Presentation</p> <p>III.A.1,D.1 Chapter Eight Power Point Guided Notes & Key</p> <p>III.A.1,D.1 Chapter Eight Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>III.A.1,D.1 Entertainment Marketing Careers Packet & Key</p> <p>III.A.1,D.1 Test Your Entertainment Knowledge Learn Sheet & Key</p> <p>III.A.1,D.1 Chapter Eight Test and Key</p> <p>III.A.1,D.1 PSSA Writing Prompt & Rubric</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III: External Factors: Analyze the influence of external factors on marketing.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>G. Technology</p> <p>III.G.1 Explain the importance of having a technological edge over the competition.</p> <p>III.G.2 Determine new ways of marketing products using emerging and evolving technologies.</p> <p>F. Culture</p> <p>III.F.1 Describe ways cultural differences, both domestic and international, affect marketing activities.</p> <p>III.F.2 Analyze ways in which marketers may respond to the concerns of cultural groups.</p> <p>Chapter 9: Marketing Entertainment</p>	<ul style="list-style-type: none"> ✓ III.F.1-2,G.1-2 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 9, pages 229-246. ✓ III.F.1-2,G.1-2 Students will read Chapter 9, pages 229-246. ✓ III.F.1-2,G.1-2 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.F.1-2,G.1-2 Students will complete the Types of Utility Learn Sheet ✓ III.F.1-2,G.1-2 Develop a Concert Tour//Marketing Plan for your Favorite Artist ✓ III.F.1-2,G.1-2 Students will complete the End of Chapter Review on pages 248-251-. ✓ III.F.1-2,G.1-2 Students will think critically for the Case Study on pages 252-253. ✓ III.F.1-2,G.1-2 Students will complete a Chapter Test. 	<p>III.F.1-2,G.1-2 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.F.1-2,G.1-2 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Types of Utility Learn Sheet • Concert Tour Calendar • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.F.1-2,G.1-2 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.F.1-2,G.1-2 Chapter Nine Entertainment Marketing Power Point Presentation and International Non-verbal Gestures</p> <p>III.F.1-2,G.1-2 Chapter Nine Power Point Guided Notes & Key</p> <p>III.F.1-2,G.1-2 Chapter Nine Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>III.F.1-2,G.1-2 Types of Utility Learn Sheet & Key</p> <p>III.F.1-2,G.1-2 Design Concert Tour/Marketing Plan Project Instructions & Rubric</p> <p>III.F.1-2,G.1-2 Chapter Nine Test and Key</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III:

The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>A. Products and Services 5. Product Mix IV.A.5.1 Define product mix.</p> <p>IV.A.5.2 Illustrate how product mix is impacted by consumer demand.</p> <p>B. Place IV.B.1 Examine direct and indirect channels of distributions and when each is most appropriate to use.</p> <p>IV.B.2 Describe evolving technologies as a channel of distribution.</p> <p>Chapter 10: Recreation Marketing</p>	<ul style="list-style-type: none"> ✓ IV.A.5.1,B.1-2 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 10, pages 255-276. ✓ IV.A.5.1,B.1-2 Students will read Chapter 10, pages 255-276. ✓ IV.A.5.1,B.1-2 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ IV.A.5.1,B.1-2 Students will complete the Adventure Trip of a Lifetime Project ✓ IV.A.5.1,B.1-2 Students will complete the End of Chapter Review on pages 278-283. ✓ IV.A.5.1,B.1-2 Students will think critically for the Case Study on pages 284-285. ✓ IV.A.5.1,B.1-2 Students will complete a Chapter Test. 	<p>IV.A.5.1,B.1-2 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>IV.A.5.1,B.1-2 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Adventure Trip of a Lifetime Project • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>IV.A.5.1,B.1-2 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>IV.A.5.1,B.1-2 Chapter Ten Recreational Marketing Power Point Presentation</p> <p>IV.A.5.1,B.1-2 Chapter Ten Power Point Guided Notes & Key</p> <p>IV.A.5.1,B.1-2 Chapter Ten Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>IV.A.5.1,B.1-2 Adventure Trip of a Lifetime Project Instructions & Rubric</p> <p>IV.A.5.1,B.1-2 Chapter Ten Test and Key</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III:

The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>A. Products and Services 5. Product Mix IV.A.5.1 Define product mix.</p> <p>IV.A.5.2 Illustrate how product mix is impacted by consumer demand.</p> <p>B. Place IV.B.1 Examine direct and indirect channels of distributions and when each is most appropriate to use.</p> <p>IV.B.2 Describe evolving technologies as a channel of distribution.</p> <p>Chapter 10: Recreation Marketing</p>	<ul style="list-style-type: none"> ✓ Students will complete the Recreational Marketing Career Packet ✓ IV.A.5.1,B.1-2 Students will design their choice of: <ul style="list-style-type: none"> ○ Miniature Golf course ○ 18-Hole Golf Course ○ Movie Theater Complex ○ Dinner Theater ○ Recreational Sports Complex ○ Paintball Field ○ Ski Resort ○ Dude Ranch ○ Fitness Center & Spa ○ Swimming Pool Complex <p>According to specified criteria to generate an effective marketing mix. Students must present their projects to the class for peer evaluation.</p>	<p>IV.A.5.1,B.1-2 Students' performance on:</p> <ul style="list-style-type: none"> • Recreational Marketing Career Packet • Recreational Sports Facility Design Project & Presentation <p>according to answer keys and rubrics.</p>	<p>IV.A.5.1,B.1-2 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>IV.A.5.1,B.1-2 Recreational Marketing Career Packet & Key</p> <p>IV.A.5.1,B.1-2 Recreational Sports Facility Project Instructions and Rubric</p> <p>IV.A.5.1,B.1-2 Peer Evaluation Forms</p> <p>Computer Internet Connection Microsoft Office Suite XP Computer Paper Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #VI:

The Marketing Plan: Describe the elements, design, and purposes of a marketing plan.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful)©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>VI.1 Explain why a marketing plan is essential.</p> <p>VI.2 Differentiate between short-term and long-term planning.</p> <p>VI.3 Identify the components of a marketing plan.</p> <p>VI.4 Identify the goals of a marketing plan.</p> <p>VI.5 Recognize that a marketing plan is not a static document.</p> <p>Chapter 11: Marketing Plans</p>	<ul style="list-style-type: none"> ✓ VI.1-5 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 11, pages 285-306. ✓ VI.1-5 Students will read Chapter 11, pages 285-306. ✓ VI.1-5 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ VI.1-5 Students will complete the Strategic Marketing Plan for a Theme Park/Restaurant Grand Opening. ✓ VI.1-5 Students will complete the End of Chapter Review on pages 308-311. ✓ VI.1-5 Students will think critically for the Case Study on pages 312-313. ✓ VI.1-5 Students will complete a Chapter Test. 	<p>VI.1-5 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>VI.1-5 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Strategic Marketing Plan for a Theme Park/Restaurant Grand Opening • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>VI.1-5 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>VI.1-5 Chapter Eleven Marketing Plans Power Point Presentation</p> <p>VI.1-5 Chapter Eleven Power Point Guided Notes & Key</p> <p>VI.1-5 Chapter Eleven Intermission, Encore, & End of Chapter Review fill-in handouts and keys</p> <p>VI.1-5 Chapter Eleven Test and Key Computer Internet Connection Microsoft Office Suite XP Computer Paper Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Marketing Academic Content #III:

External Factors: Analyze the influence of external factors on marketing.

Marketing Academic Content #III:

The Marketing Mix: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ©</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
<p>STANDARD</p> <p>A. Government & Legal Regulations</p> <p>III.A.1 Identify specific regulations/laws and their impact on marketing.</p> <p>III.A.2 Describe the impact of specific marketing regulations/laws on both domestic and international business.</p> <p>A. Products and Services</p> <p style="padding-left: 20px;">2. New Product Development & Ideas</p> <p>IV.A.2.2 Identify ethical issues associated with product development.</p> <p>Chapter 12: Legal Issues For Sports and Entertainment</p>	<ul style="list-style-type: none"> ✓ III.A.1,IV.A.2.2 Students will participate in class lecture, discussion, presentations, and guided notes for Chapter 12, pages 315-330. ✓ III.A.1,IV.A.2.2 Students will read Chapter 11, pages 315-330. ✓ III.A.1,IV.A.2.2 Students will complete the Intermission and Encore exercises at the end of each section within the chapter. ✓ III.A.1,IV.A.2.2 Students will complete the Ethics in Entertainment Learn Sheet & PSSA Writing ✓ III.A.1,IV.A.2.2 Students will complete the End of Chapter Review on pages 332-335. ✓ III.A.1,IV.A.2.2 Students will think critically for the Case Study on pages 336-337. ✓ III.A.1,IV.A.2.2 Students will complete a Chapter Test. 	<p>III.A.1,IV.A.2.2 Students' input, questions, and answers during the lecture, presentation, discussion, and guided notes completion.</p> <p>III.A.1,IV.A.2.2 Students' performance on:</p> <ul style="list-style-type: none"> • Guided Notes • Intermission & Encore exercises • Ethics in Entertainment Learn Sheet • PSSA Writing • End of Chapter Review • Case Study • Chapter Test <p>according to answer keys and rubrics.</p>	<p>III.A.1,IV.A.2.2 <u>Sports & Entertainment Marketing, 2nd edition</u>, Kaser & Oelkers, 2005, Thomson South-Western textbook</p> <p>III.A.1,IV.A.2.2 Chapter Twelve Marketing Plans Power Point Presentation</p> <p>III.A.1,IV.A.2.2 Chapter Twelve Power Point Guided Notes & Key</p> <p>III.A.1,IV.A.2.2 Chapter Twelve Intermission, Encore, & End of Chapter Review fill-in handouts and keys/PSSA Writing & Rubric</p> <p>III.A.1,IV.A.2.2 Ethics in Entertainment Learn Sheet & Key</p> <p>III.A.1,IV.A.2.2 Chapter Twelve Test and Key</p> <p>Computer</p> <p>Internet Connection</p> <p>Microsoft Office Suite XP</p> <p>Computer Paper</p> <p>Art Supplies</p>

LEARNING STANDARDS AND CONTENT ACTIVITIES

Statement of student learning expectations achieved through suggested teaching-learning activities and selected content to help reach standards and graduation requirements.

Final Examination

ESSENTIAL CONTENT PERFORMANCE STANDARD	CONTENT & INSTRUCTIONAL ACTIVITIES/STRATEGIES WITH CORRECTIVES AND EXTENSIONS <i>(individually created teaching activities may be used to achieve the standards; however, listed below are activities which may be helpful) ☺</i>	ACTUAL LEVEL OF ATTAINMENT (EVALUATION CRITERIA) ASSESSMENT	RESOURCES AND MATERIALS
STANDARD All standards set forth in curriculum up to end of year in course.	✓ Students will complete a cumulative Final Examination on a specific date.	Students' performance on the Final examination.	Final Examination and Key