



ORGANIZING THEME/TOPIC	FOCUS STANDARDS & SKILLS
<p>Industry Analysis</p> <p>Marketing mix Core marketing functions Discretionary income</p> <p>Time Frame: 3 weeks</p>	<p>KS 12163.1.4 Understand the market potential for sports and entertainment.</p> <ul style="list-style-type: none"> • Explain the value of the sports and entertainment industry to the economy. • Apply the marketing mix (4Ps) to the sports and entertainment industry. • Understand the market potential for sports and entertainment. • Discuss the impact of marketing on profitability in sports and entertainment. • Consider basic relationships between price and demand. • Determine why marketing decisions are based on industry standards, norms and trends.
<p>Target Markets and Segmentation</p> <p>Target market Market segment Segmentation Market share Consumer behavior</p> <p>Time Frame: 3 weeks</p>	<p>KS 351868.4.1 Describe the nature of target marketing in marketing communications.</p> <ul style="list-style-type: none"> • Identify appropriate target markets for existing sports and entertainment organizations. • Discuss the challenges of marketing internationally for events such as the Olympics and World Cup. • Explain the importance of understanding fan/spectator behavior when making marketing decisions. • Describe how sports and entertainment venues attract a variety of target markets. • Develop an individualized customer profile using market segmentation techniques (demographics, psychographics, geographics, ethnographics, behavioral).
<p>Sports and Entertainment Business Model</p> <p>Revenue streams Supply and demand Event planning and marketing Technology's impact</p> <p>Time Frame: 3 weeks</p>	<p>KS 12613 5.1 Identify the types of financing related to sports and entertainment marketing.</p> <ul style="list-style-type: none"> • Identify the various revenue streams that impact sports and entertainment total sales such as event tickets, memorabilia, event parking, concessions, merchandise etc. • Evaluate supply and demand as it relates to a service driven business versus a merchandising business. • Understand the logistics of major event planning. • Research sales strategies for attracting groups to sports and entertainment events. • Describe the impact of advances in technology on sports and entertainment marketing.

<p>Promotional Planning</p> <p>Promotional goals Promotional elements Advertising process Sponsorship and endorsements Social media and marketing</p> <p>Time Frame: 4 weeks</p>	<p>KS 12613.1.1 Analyze current trends in sports and entertainment marketing.</p> <ul style="list-style-type: none"> • Discuss the advantages and disadvantages of advertising methods used in sports and entertainment marketing. • Outline sponsorship and endorsement opportunities for sports teams and entertainers. • Research current promotional costs and the impact on costs per impression. • Define traditional media and contrast it with digital media strategies. • Understand the right and wrong ways to use social media for marketing. • Create a promotional plan for an existing sports/entertainment organization.
<p>Public Relations</p> <p>Publicity Public goodwill Fan behavior</p>	<p>KS 12163.2.2 Identify the role of public relations in sports and entertainment marketing.</p> <ul style="list-style-type: none"> • Define goals of public relations. • Discuss the relationship between athletes/entertainers and public goodwill. • Consider the impact of fan behavior on public relations.
<p>Virtual Business: Simulation</p> <p>Event marketing Pricing</p> <p>Time Frame: Integrated throughout unit</p>	<p>KS 12163.4.1 Identify and apply sports marketing strategies.</p> <ul style="list-style-type: none"> • Manage a sports and entertainment computer simulation that allows students to handle promotion, ticket pricing, stadium operations and staffing, sponsorships, concessions, concert booking and more. • Consider all aspects of an event that contribute to the fan experience,