



# School District of Marshfield Course Syllabus

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**Course Name: Sports & Event Marketing**

**Length of Course: Semester**

**Credit: 1/2 Credit**

## **Program Goal:**

Empower learners to be college and career ready through standards-based experiences in the classroom and career-based learning experiences with business and industry partners. Design and implement educational experiences for creating a skilled, knowledgeable, and productive workforce. Learners will engage in competencies that enable them to stay up-to-date with evolving skills as they pursue careers directly out of high school, as technical school degree earners, or as university graduates. Our goal is to develop critical thinkers and collaborative problem solvers, providing connections to the issues and challenges facing our local, regional, and global economies.

## **Course Description:**

Sports are a billion dollar industry in today's economy. Students will learn to apply marketing principles to the world of multi-million dollar athletes and entertainers, as well as local sports programs. Strategies to create effective promotions, build sponsorships and create fan enthusiasm will be developed as students manage an online sports stadium.

<b>Wisconsin Standards for Business &amp; Information Technology (BIT)</b>	
<b>Business Calculations</b>	
<b>BCA1:</b> Students will analyze and use appropriate operations to solve business and personal mathematical problems.	
<b>Perform financial calculations..</b> BCA1.a	1.a.6.h: Calculate and analyze sales computations (net sales, markup percentages, markdown percentages, sale prices, discounts).
<b>Select and use standard math principles.</b> BCA1.c	1.c.9.h: Generate fractions to decimals and percents to ratios and use to formulate estimations, computations and applications.
<b>Business Communications</b>	
<b>BC5:</b> Students will plan and write documents that are appropriate for the situation, purpose and audience.	
<b>Apply correct spelling, grammar, word and number usage and punctuation to a given situation.</b> BC5.a	5.a.10.h: Proofread, edit and revise written work using vocabulary specific to various topics. 5.a.11.h: Recognize and write effective and grammatically correct complex sentences and paragraphs.
<b>Develop and use a writing process appropriate to the situation.</b> BC5.b	5.b.16.h: Edit and revise written work to improve content and effectiveness.
<b>Business Law and Ethics</b>	
<b>BLE5:</b> Students will communication how ethical issues impact the business environment.	
<b>Summarize the importance of social responsibility in all areas of business.</b> BLE5.a	5.a.11.h: Illustrate how a business could become involved with its community.
<b>Explain and relate the function of a code of ethics in business.</b> BLE5.b	5.b.10.h: Communicate the impact of unethical marketing practices on society. 5.b.12.h: Evaluate the ethical and legal implications of a business not abiding by a code of ethical behavior (i.e. employee hiring, evaluation, health and safety, sexual harassment, discrimination and privacy).
<b>Analyze the ethical and legal relationship between fair business practices and intellectual property.</b> BLE5.e	5.e.9.h: Outline the consequences of patent, trademark and copyright infringement.
<b>BLE7:</b> Students will evaluate ways in which ethical concerns affect emerging technologies and their impact on society.	
<b>Analyze ethical responsibilities and privacy issues when using technology in a business environment.</b> BLE7.b	7.b.7.h: Review the professional consequences of inappropriate use of social networking in business environments. 7.b.8.h: Summarize positive methods in which social networking applications are used as an effective business tool.
<b>Economics</b>	

<b>EC2:</b> Students will analyze how an economy functions.	
<b>Describe how the economy can fluctuate based on spending and production decisions at the microeconomic and macroeconomic levels.</b> EC2.b	2.e.7.h: Examine the distribution of public goods and services to the related funding sources.
<b>Analyze the factors that stimulate economic growth and adjust the standard of living.</b> EC2.d	2.d.6.h: Measure the opportunity costs and economic risks involved in investing in new physical and/or human capital.
<b>EC4:</b> Students will analyze how market structures and prices affect the economy.	
<b>Evaluate how competition between buyers and sellers influences both the quantity produced and the price of a good or service.</b> EC4.b	4.b.7.h: Assess the effect of the introduction of new products and production methods on competition.
<b>Entrepreneurship</b>	
<b>EN2:</b> Students will analyze the concepts and processes associated with successful entrepreneurial performance.	
<b>Evaluate the entrepreneurial discovery process.</b> EN2.a	2.a.9.h: Generate and determine feasibility of venture ideas. 2.a.10.h: Evaluate market viability of a local community for a new venture business (i.e., population demographics, levels of employment, saturation of market, etc.).
<b>Management</b>	
<b>MG1:</b> Students will describe business management functions and examine their implementation in business.	
<b>Evaluate the development of management's role of leadership and organization in a business.</b> MG1.a	1.a.11.h: Explain several traits of effective leadership and the skills required.
<b>Relate planning to the success of management's goals.</b> MG1.c	1.c.12.h: Examine the importance of setting a vision, mission, goals, values and objectives within an organization. 1.c.14.h: Outline decision making and problem solving steps, including analyzing outcomes that are a result of those decisions.
<b>Marketing</b>	
<b>MK1:</b> Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes.	

<b>Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs.</b> ID2.a	1.a.11.h: Identify the impact of the product life cycle on marketing decisions. 1.a.12.h: Explain and apply the concept of the product mix. 1.a.14.h: Explain the nature of product/service branding and bundling. 1.a.15.h: Examine reasons for consumers to have brand loyalty. 1.a.16.h: Identify examples of product/service extensions (i.e., product warranty, technical support).
<b>Apply strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.</b> MK1.b	1.b.6.h: Identify pricing strategies (i.e., line, loss leader, psychological, penetration and skimming) and situations in which each is applicable. 1.b.9.h: Explain the impact of evolving technologies on the changing roles of buyers and sellers in determining price.
<b>Identify, select, monitor and evaluate sales channels and distribution methods.</b> MK1.c	1.c.6.h: Examine direct and indirect channels of distribution (i.e., wholesaler, agent and broker) and when each is most appropriate to use. 1.c.7.h: Describe evolving technologies (i.e., the Internet) as a channel of distribution.
<b>Implement appropriate strategies to communicate information about products and services to achieve a desired outcome.</b> MK1.d	1.d.8.h: Evaluate factors used to determine media selection. 1.d.9.h: Identify methods for evaluating the effectiveness of various forms of advertising. 1.d.10.h: Evaluate media pricing in relations to reach and frequency. 1.d.13.h: Describe the purposes of various types of sales promotions (i.e., encouraging repeat purchases).
<b>Analyze the characteristics, motivations and behaviors of consumers.</b> MK1.e	1.e.8.h: Describe the impact of consumer differences (i.e., life stages and socioeconomic factors) on buying decisions. 1.e.11.h: Define market segmentation and describe how it is used.
<b>Perform marketing research and develop a marketing plan that meets to needs of a diverse stakeholder group.</b> MK1.f	1.f.2.h: Identify the reasons for conducting marketing research.

## Wisconsin Common Career Technical Standards (WCCTS)

### Creativity, Critical Thinking, Communication and Collaboration

**4C1:** Students will develop and analyze working knowledge of financial reports.

<b>Develop original solutions, products and services to meet a given need.</b> 4C1.a	1.a.9.h: Apply past experiences to current problems in developing innovative solutions.
<b>Work creatively with others to develop solutions, products and services.</b> 4C1.b	1.b.7.h: Incorporate the skills and experiences of others to develop a new solution to a problem.

<b>4C2:</b> Students will formulate and defend judgments and decisions by employing critical thinking skills.	
<b>Develop effective resolutions for a given problem, decision or opportunity using available information.</b> 4C2.a	2.a.11.h: Determine the information needed to address an identified problem. 2.a.12.h: Contrast the benefits and drawbacks of various proposed resolutions to a given situation. 2.a.15.h: Determine the best resolution for a problem, decision or opportunity based on given criteria.
<b>4C3:</b> Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.	
<b>Communicate thoughts and feelings with others using verbal and non-verbal language.</b> 4C3.a	3.a.9.h: Develop a mutually acceptable response to a question or problem. 3.a.12.h: Utilize effective listening skills in creating consensus in a group.
<b>Work collaboratively with others.</b> 4C3.b	3.b.7.h: Participate in group processes to generate consensus. 3.b.9.h: Incorporate the use of technology to productively plan, implement and evaluate a solution, process or procedure.
<b>Career Development</b>	
<b>CD1:</b> Students will consider, analyze and apply an awareness of self, identity and culture to identify skills and talents.	
<b>Interact effectively with others in similar and diverse teams.</b> CD1.c	1.c.10.h: Critique different ideas and values while leveraging social and cultural differences to increase innovation, new ideas and quality of work.
<b>CD2:</b> Students will identify the connection between educational achievement and work opportunities in order to reach personal Wisconsin Standards for Career and Technical Education and career goals.	
<b>Assess attitudes and skills that contribute to successful learning in school and across the life span.</b> CD2.b	2.b.7.h: Interpret and analyze the impact of current education, training and work trends on life, learning and career plans. 2.b.8.h: Assess education and training opportunities to acquire new skills necessary for career advancement.
<b>CD3:</b> Students will create and manage a flexible and responsive individualized learning plan to meet their career goals.	
<b>Examine and evaluate opportunities that could enhance life and career plans and articulate plan to guide decisions and actions.</b> CD3.b	3.b.5.h: Evaluate the relationship between educational achievement and career development.

**Key Vocabulary:**

Marketing Intelligence	4 Components of the Marketing Mix	Entertainment Marketing	6 Core Standards of Marketing
Character Development	Insurable vs. Uninsurable Risk	Controllable vs. Uncontrollable Risk	Discretionary Income
Sports Marketing	Ratings	Profit motive	Revenue
Economics	Microeconomics	Macroeconomics	Economic Utility
Form Utility	Time Utility	Place Utility	Possession Utility
Risk	Risk Management	Natural Risk	Human Risk
Economic Risk	Speculative Risk	Pure Risk	Gross Impression
Demographics	Liable	Risk Avoidance	Risk Insurance
Premium	Risk Transfer	Risk Retention	Ethics
Principles	Financing	Tourism	Forecast
Budget	Balance Sheet	Income Statement	Industry
Industry Subdivisions	Industry Standards	Industry Norms	Ghostwriter
Royalty	Literary Agent	Advertising	Promotion
Sports Camps vs. Sports Clinics	Return on Investment (ROI)	Direct Economic Impact	Indirect Economic Impact
Niche Travel	Ecotourism	Product Mix	Joint Venture
Infrastructure	Globalization	Piracy	Marketing Tactics
Marketing Strategies	Marketing	Trade Shows	Marketing Plan
Raw Data	Interpretation	Applied Research	Touchpoints
Mission Statement	Mass Market	Product Portfolio	Test Marketing
Tangible vs. Intangible	Resorts vs. Theme Parks	5 Stages of Brand Recognition	Product Enhancements
Brand	Trademark	Licensed Brand	Product Extensions
Blue-Chip Athletes	Fringe Benefits	Positioning	Impromptu
4 Stages of the Product Life Cycle	Customized Entertainment	Product Placement	Publicity
Sales Promotions	Personal Selling	Marginal Analysis	Percent of Sales
Fixed Sum Per Unit	Competitive Parity	Tagline	Media Strategy
Reach	Wear Out	Frequency	Goodwill
Damage Control	Publicist	Grass-roots Effort	Viral Campaign
Public Relations	Trade Allowances	Push Money	

## Topics/Content Outline- Units and Themes:

### Quarter 1:

- What is Sports and Entertainment Marketing?
  - Core Standards of Marketing
  - Sports Marketing
  - Entertainment Marketing
- The Business of Sports and Entertainment Marketing
  - Risk Management
  - Business Ethics
  - Financial Analysis
- The Wide World of Sports & Entertainment
  - Industry Segments
  - Special Marketing Tools
  - Travel and Tourism
  - Financial Gains/Losses and Agents
- Managing a Sports Franchise
  - Virtual Business Sports online software
    - Learn software
    - Complete Assignments 1-3 (possibly more)

### Quarter 2:

- Entertainment and Sports Strategies
  - Tactics
  - Strategies
  - Components of the Marketing Plan
- The Product Mix
  - Product Mix Components
  - Recruiting Athletes and Entertainers
  - Product Marketing Strategies
- Sports and Entertainment Promotion
  - Promoting Sports and Entertainment
  - Advertising and Placement
  - Publicity and Sales Promotion
- Managing a Sports Franchise
  - Virtual Business Sports online software
    - Complete Assignments 4-10 (lessons not completed first quarter)
    - Complete Mogul project

## Primary Resource(s):

Sports and Entertainment Marketing 4<sup>th</sup>  
Edition  
National Geographic Learning  
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