



Course Outcome Summary

Course Information: **BSPORT – Sports and Entertainment Marketing**

Description: You know the score of the big game and all of the songs recorded by your favorite musician, but sports and entertainment marketing are more than just the score and songs. Look behind the scenes of these multi-billion dollar industries and find out about the business side of sports and entertainment. This class takes the principle of marketing and applies them to the world of sports and entertainment. Projects include: image promotion, market research, marketing plan, for fictional team or group, promotional package for Sparta athletics, ethics. Fees: possible charge for field trip to various facilities. Seniors will be given first choice. Becoming a member of DECA is recommended.

****Transcripted Credit Course:** Students who successfully complete this course with a C or above will receive college credit at Western Technical College. **

Instruction Level: GRADE LEVELS: 11-12 RECOMMENDED

Total Credits: 1

Prerequisites: Principles of Marketing

Textbooks: (Lamb/Hair/McDaniel. *Essentials of Marketing*. South Western. **Edition:** 5th. ISBN: 032431664X. Required.

Course Standards:

Core Abilities

- Demonstrate ability to think critically
- Demonstrate ability to value self and work ethically with others in a diverse population
- Make decisions that incorporate the importance of sustainability
- Transfer social and natural science theories into practical applications
- Use effective communication skills

Program Outcomes

- Develop strategies to anticipate and satisfy market needs
- Promote products, services, images, and/or ideas to achieve a desired outcome
- Evaluate information thorough the market research process to make business decisions
- Prepare selling strategies

ACT Career and College Readiness Standards

English

- Determine relevance when considering material that is plausible but potentially irrelevant at a given point in the essay

- Identify the purpose of a word, phrase, or sentence when the purpose is subtle (e.g., supporting a later point, establishing tone) or when the best decision is to delete the text in question
- Use a word, phrase, or sentence to accomplish a subtle purpose (e.g., adding emphasis or supporting detail, expressing meaning through connotation)
- Determine the need for transition words or phrases, basing decisions on a thorough understanding of the paragraph and essay
- Provide a sophisticated introduction or conclusion to or transition within a paragraph or essay, basing decisions on a thorough understanding of the paragraph and essay (e.g., linking the conclusion to one of the essay's main images)
- Revise vague, clumsy, and confusing writing involving sophisticated language
- Delete redundant and wordy material that involves fairly sophisticated language (e.g., "the outlook of an aesthetic viewpoint") or that sounds acceptable as conversational English
- Determine the need for conjunctions to create subtle logical links between clauses
- Use the word or phrase most appropriate in terms of the content of the sentence when the vocabulary is fairly sophisticated
- Delete commas in long or involved sentences when an incorrect understanding of the sentence suggests a pause that should be punctuated (e.g., between the elements of a compound subject or compound verb joined by *and*)

Writing

- Maintain a focus on discussing the specific issue in the prompt throughout the essay
- **Provide thorough development in support of ideas; extend ideas by using specific, logical reasons and illustrative examples**
- **Show clear movement between general and specific ideas and examples**
- Present a thesis that establishes a focus on the writer's position on the issue
- Provide a coherent organizational structure with some logical sequencing of ideas
- Use accurate and clear transitional words and phrases to convey logical relationships between ideas
- Present a generally well-developed introduction and conclusion

Unit

1. Define marketing including social and ethical responsibility
2. Discuss marketing and its role in an organization's strategic planning
3. Describe the external marketing environment
4. Discuss global marketing and the impact on the marketing mix
5. Discuss the consumer decision making process
6. Describe business marketing and organizational buying
7. Identify the role of research in marketing
8. Describe market segmentation, targeting and positioning
9. Explain the role of product, branding and product life cycle in the marketing mix
10. Explain the importance of the distribution channel in the marketing mix
11. Explain the relationship of pricing sensitivity and strategies in the marketing mix

12. Explain the role of promotions in the marketing mix
13. Outline the role and importance of retail in the distribution channel
14. Describe services and non-profit marketing

Unit Outlines

1. Define marketing including social and ethical responsibility

Standards:

- The student will be able to explain target, mass and niche marketing

Essential Question:

- What is market segmentation?

Essential Knowledge:

- The student will be able to identify the determining dimensions used in segmentation.

2. Discuss marketing and its role in an organization's strategic planning

Standards:

- The student will be able to describe the terms product, price, place and promotion

Essential Question:

- What is the product, price place and promotion of a product, company or idea?

Essential Knowledge:

- The student will be able to describe all aspects include in each area of the marketing mix.

3. Describe the external marketing environment

Standards:

- The student will be able to explain the importance of the uncontrollable environment in developing a marketing strategy

Essential Question:

- Define the uncontrollable variables? What is a SWOT analysis?

Essential Knowledge:

- The student will be able to identify and correctly state the example of competitive, economic, environmental, political/legal and social conditions on the marketing mix.

4. Discuss global marketing and the impact on the marketing mix

Standards:

- The student will be able to assess emerging global trade activities that impact business and marketing

Essential Question:

- What are the pricing strategies used in international trade? What are different cultural variations used in marketing strategies?

Essential Knowledge:

- The student will be able to define the process involved in developing a marketing strategy.

5. Discuss the consumer decision making process

Standards:

- The student will be able to differentiate between consumer products and businesses –to-business products.

Essential Question:

- What are staple, impulse and emergency products? What are convenience goods, shopping goods and non-sought goods?

Essential Knowledge:

- The student will be able to classify terms for business-to-business products.

6. Describe business marketing and organizational buying

Standards:

- The student will assess the rate of adoption of a product

Essential Question:

- What are the five determinants of adoption rate?

Essential Knowledge:

- The student will be able to describe awareness, interest, evaluation, trial and adoption/rejection of a product

7. Identify the role of research in marketing

Standards:

- The student will develop alternate new product development strategies

Essential Question:

- What is test marketing?

Essential Knowledge:

- The student will be able to define the stages of the new product development process.

8. Describe market segmentation, targeting and positioning

Standards:

- The student will analyze the major product mix decisions that marketers must make

Essential Question:

- Why do most firms develop a line of related products?

Essential Knowledge:

- The student will be able to explain the importance of product lines.

9. Explain the role of product, branding and product life cycle in the marketing mix

Standards:

- The student will diagram the product life cycle

Essential Question:

- What are the stages of a product life cycle?

Essential Knowledge:

- The student will be able to explain the introduction, growth, maturity and decline stages of the product life cycle.

10. Explain the importance of the distribution channel in the marketing mix

Standards:

- The student will explore the role of market channels and distribution planning

Essential Question:

- Define marketing channels?
- What is a wholesales?

Essential Knowledge:

- The student will be able to develop a definition and example of the vertically and horizontally integrated marketing system.

11. Explain the relationship of pricing sensitivity and strategies in the marketing mix

Standards:

- The student will explain how price is affected by supply and demand

Essential Question:

- What is supply?
- What is demand?
- What is price?

Essential Knowledge:

- The student will be able to classify examples of being supply driven or demand driven.

12. Explain the role of promotions in the marketing mix

Standards:

- The student will analyze the major functions of product's package

Essential Question:

- Why is promotion need?

Essential Knowledge:

- The student will be able to describe why packaging is so important in promotion of a product.

13. Outline the role and importance of retail in the distribution channel

Standards:

- The student will be able to differentiate product and service characteristics

Essential Question:

- What is retailing?
- What is brick and mortar?

Essential Knowledge:

- The student will be able to explain the importance of having retail businesses in the distribution channel.

14. Describe services and non-profit marketing

Standards:

- The students explore businesses that are service based and non-profit organizations.

Essential Question:

- What is a service?
- What business is not for profit?

Essential Knowledge:

- The student will be able to understand how marketing is important to the businesses that are made up of a service or not for profit.

