

FREEHOLD REGIONAL HIGH SCHOOL DISTRICT

OFFICE OF CURRICULUM AND INSTRUCTION

BUSINESS DEPARTMENT

SPORTS AND ENTERTAINMENT MARKETING

Grade Level: 10-12

Credits: 2.5

BOARD OF EDUCATION ADOPTION DATE:

AUGUST 30, 2010

[SUPPORTING RESOURCES AVAILABLE IN DISTRICT RESOURCE SHARING](#)

APPENDIX A: ACCOMMODATIONS AND MODIFICATIONS

APPENDIX B: ASSESSMENT EVIDENCE

APPENDIX C: INTERDISCIPLINARY CONNECTIONS

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Course Philosophy

Sports and entertainment industry is a major component in the field of business and marketing. The industry is all around us -not just at ballparks and theaters, but at schools, on television, radio, in stores and on the Internet. This course will emphasize the importance of the industry and the role it plays in our society.

Students will explore both the sports industry and entertainment industry, focusing on real-world business perspectives. The course is designed to be project based, using the Internet on a daily basis. Students will participate in cooperative groups and elaborate using higher order thinking and presentation skills.

As the sports and entertainment industry continues to grow technologically, the course will address these growing trends as they evolve.

The students will apply prior knowledge learned in the marketing education course to marketing simulations in the field of sports and entertainment marketing.

Course Description

Sports and Entertainment Marketing is a course that is designed for students interested in sports, entertainment and event marketing. Emphasis is placed on the following principles as they apply to the industry: branding, licensing and naming rights; business foundations; concessions and on-site merchandising; economic foundations; promotion; safety and security; and human relations.

Marketing simulations, projects and teamwork activities provide many opportunities for application of instructional competencies as will and utilizing the Internet and attending field trips.

**Freehold Regional High School District
Curriculum Map
Sports & Entertainment Marketing**

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.73 9.4.12.E.16	The sports and entertainment industry relies on effective marketing strategies.	How are the 4 P's of the marketing mix applied to the sports & entertainment industry? How does the sports marketing industry identify its target market? What are the necessary steps in planning a new product for the sports & entertainment industry? How do sports and entertainment marketers use marketing strategies to entice consumer purchases?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Role Play Interviews	Portfolios Projects Unit Exam Final Exam Written Report
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.73 9.4.12.E.16	The sports & entertainment industry is an integral part of the leisure culture in the United States.	Why would a consumer spend \$1,500 on a Super Bowl ticket? How did sports and entertainment become a multi-billion dollar industry? What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Spreadsheet Analysis Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Role Play Interviews	Portfolios Projects Unit Exam Final Exam

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.73 9.4.12.E.16	The sports & entertainment industry relies heavily on brand identity.	Why are athletes and celebrities used to influence brand loyalty in the industry? How does branding influence your buying decisions in the sports & entertainment industry? How and why are product endorsements utilized in the fields of sports and entertainment?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Interviews	Portfolios Projects Unit Exam Final Exam Written Report
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.73 9.4.12.E.16	The sports and entertainment industry has changed over the last several decades	How has technology influenced the sports and entertainment industry? What type of sporting and entertainment venues have emerged over recent years? What is the future of sports and entertainment industry?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Role Play Interviews	Portfolios Projects Unit Exam Final Exam Written Report
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.52 9.4.12.D.73 9.4.12.E.16	The sports & entertainment industry is protective of its intellectual property.	Why is legal protection essential in the sports & entertainment industry? Why are the letters “NFL” worth billions of dollars? How does an athlete or entertainer make money during their career as well as their post-career?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Role Play Interviews	Portfolios Projects Unit Exam Final Exam

Relevant Standards ¹	Enduring Understandings	Essential Questions	Assessments		
			Diagnostic (before)	Formative (during)	Summative (after)
9.4.12.D.23 9.4.12.D.25 9.4.12.D.31 9.4.12.D.17 9.4.12.D.73 9.4.12.D.(3).1 9.4.12.E.16	Inherent of the Free Enterprise System is the right to own property and start a business.	How can an individual purchase a sports franchise? What are the legal entities involved in starting a business in the sports and entertainment marketing industry?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Current Events Role Play Interviews	Portfolios Projects Unit Exam Final Exam
9.3.12.C2 9.13.12.C5 9.3.12.C6 9.3.12.C7 9.3.12.C10 9.4.12.D.17 9.4.12.D.73 9.4.12.E.16 9.4.12.E.35	The diverse sports and entertainment industry offers many career opportunities.	What career opportunities are available in the sports and entertainment marketing industry? What would be the educational plan for pursuing a career in the industry?	Student Survey Discussion Anticipatory Set Questions Brainstorm	Question & Answer Quizzes Written Assignments Oral Presentations Internet Research Interviews	Portfolios Projects Written Report

**Freehold Regional High School District
Course Proficiencies and Pacing
Sports and Entertainment Marketing**

Unit Title	Unit Understandings and Goals	Recommended Duration
Unit #1: Strategies Used In the Sports and Entertainment Industry	The sports and entertainment industry relies on effective marketing strategies. 1. The student will define marketing and explain the marketing concept. 2. The student will develop a target market for the sports and entertainment industry. 3. The student will identify and apply the 4 P's of the marketing mix within the industry.	2 Weeks
Unit #2: The Economic and Cultural Impact of the Sports and Entertainment Industry	The sports & entertainment industry is an integral part of the leisure culture in the United States. 1. The student will identify the economic impact of a sporting or entertainment venue within a geographical location. 2. How does the culture of the industry affect our lifestyle?	2 Weeks
Unit #3: Branding and Licensing	The sports & entertainment industry relies heavily on brand identity. 1. The student will identify the roles of advertising and sales promotion in the sports and entertainment industry. 2. The student will identify the roles of public relations and personal selling in the sports and entertainment industry. 3. The student will develop a promotional strategy for an athlete and/or entertainer. 4. The student will describe the corporate benefits of branding and licensing.	3 Weeks
Unit #4: Sports and Entertainment Marketing: From Past To Present	The sports and entertainment industry has changed over the last several decades. 1. The student will compare and contrast the changes that have occurred over time with sports in America. 2. The student will compare and contrast how music, movies, and entertainment have evolved over time. 3. The student will describe how technology has influenced the industry.	2 Weeks
Unit #5: Intellectual Rights of the Sports and Entertainment Industry	The sports & entertainment industry is protective of its intellectual property. 1. The student will explain the significance of brand identity, trademarks and copyrights.	2 Weeks
Unit #6: Developing a Sports Franchise or Entertainment Event	Inherent of the Free Enterprise System is the right to own property and start a business. 1. The student will identify the steps involved in the creation of a sports franchise. 2. The student will have the opportunity to participate in a franchise simulation. 3. The student will explore the legal process involved in acquiring and maintaining a business within the sports and entertainment industry. 4. The student will research the costs involved in creating an infrastructure needed to build an event venue within the industry.	4 Weeks
Unit #7: Career Outlook in the Sports and Entertainment Industry	The diverse sports and entertainment industry offers many career opportunities. 1. The student will develop a career plan. 2. The student will explore opportunities to further the advancement in the sports and entertainment industry.	2 Weeks

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #1: Strategies Used in the Sports and Entertainment Industry

Enduring Understanding: The sports and entertainment industry relies on effective marketing strategies.

Essential Questions: How are the 4 P's of the marketing mix applied to the sports & entertainment industry?

How does the sports marketing industry identify its target market?

What are the necessary steps in planning a new product for the sports & entertainment industry?

How do sports and entertainment marketers use marketing strategies to entice consumer purchases?

Unit Goal: The student will apply the 4 P's of the marketing mix to the development of a target market for the sports and entertainment industry.

Duration of Unit: 2 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.31, 9.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What is sports and entertainment marketing?	Participate in a brainstorm session the meaning of sports and entertainment marketing.	Fantasysports.com	PowerPoint to enhance a class discussion - question and answer	Written tests and quizzes
What is the difference between sports marketing and marketing a sport?	Use multiple points of view to differentiate marketing strategies used in the industry.	Glencoe Sports and Entertainment Marketing workbook	Research sports products using search engine – develop a comparison sheet	Glencoe chapter worksheets
What are the seven steps in the development of a sports product?	Identify the steps in product development and explain a product's life cycle.	Bing, Google and Yahoo	Provide a graphic organizer template to illustrate the stages in product development and product life cycle	Project assessments (Fantasysports.com has great additional projects)
What is the role that price plays in determining a profit in the industry?	Implement problem-solving strategies to explain how revenue stream is determined in the industry.	Graphic Organizers	Student generated graphs illustrating the historical timeline of ticket prices	Video Questions
What is event marketing and explain the promotional mix in sports and entertainment marketing?	Provide examples of event marketing and design a promotional mix for a sports franchise or entertainment event.	Street and Smiths Sports and Entertainment Journal	Have students view discovery.com video on product life cycle or YouTube has various clips on product life cycles	Responses to discussion questions
Why is product placement essential in selling sports and entertainment products?	Determine the appropriate location for a sports/entertainment venue or product.	discovery.com (product development and product lifecycle) Sun Center National Bank Field Trip (or other local venues) Guest Speaker from local sporting goods store	Use the Smartboard (if available) to have students participate in bidding game for specific sports products Students create a poster illustrating the promotional mix for a sports franchise or entertainment event Use Fantasysports.com to have students set up their franchise team and complete activities	

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #2: The Economic and Cultural Impact of the Sports and Entertainment Industry

Enduring Understanding: The sports & entertainment industry is an integral part of the leisure culture in the United States.

Essential Questions: Why would a consumer spend \$1,500 on a Super Bowl ticket?

How did sports and entertainment become a multi-billion dollar industry?

What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?

Unit Goal: The student will predict the financial impact that the sports and entertainment industry has on the economy.

Duration of Unit: 2 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.2, 59.4.12.D.31, 9.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Can you define economics and explain how the Free Enterprise System functions?	Explain the impact the sports and entertainment industry has on the Free Enterprise System.	Fantasysports.com	PowerPoint to enhance a class discussion - question and answer	Written tests and quizzes
What is the difference between disposable and discretionary income and how do they impact the sports and entertainment industry?	Differentiate between disposable and discretionary income.	Glencoe Sports and Entertainment Marketing workbook	Research the definition of disposable and discretionary income – develop a comparison sheet	Glencoe chapter worksheets
How much does a typical family of four spend at a professional sporting event or entertainment venue?	Analyze and create a budget illustrating the costs to attend a professional sporting event or entertainment venue.	Bing, Google and Yahoo	Generate a personal (family) budget to attend a sporting or entertainment event	Project assessments (Fantasysports.com has great additional projects)
What are the financial benefits and risks for Ocean County, New Jersey by hosting the Lakewood Blue Claws?	Analyze the cost effectiveness of hosting a sporting or entertainment event.	Census.gov (demographic research)	Create a city budget for hosting a sporting or entertainment event	Responses to discussion questions
How do consumers spend their leisure time?	Determine sporting and entertainment functions that are considered to be leisure activities.	Graphic Organizers Street and Smiths Sports and Entertainment Journal http://www.hostolympics.com Lakewood Blue Claws Field Trip (or other local venues)	Use the Smartboard (if available) to have students participate in developing budgets Use Fantasysports.com to have students continue with their franchise team Develop a PowerPoint presentation that illustrates the leisure time sports and entertainment activities	PowerPoint presentation assessment Budget analysis

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**Freehold Regional High School District
Sports and Entertainment Marketing
Unit #3: Branding and Licensing**

Enduring Understanding: The sports & entertainment industry relies heavily on brand identity.

Essential Questions: Why are athletes and celebrities used to influence brand loyalty in the industry?

How does branding influence your buying decisions in the sports & entertainment industry?

How and why are product endorsements utilized in the fields of sports and entertainment?

Unit Goal: The student will evaluate the impact that branding and licensing has on the sports and entertainment industry.

Duration of Unit: 3 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.31, 9.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What types of advertising medium is used to entice consumers to attend a sporting or entertainment event?	Research current marketing trends in the industry.	Fantasysports.com	PowerPoint to enhance a class discussion - question and answer	Written tests and quizzes
How do athletes and entertainers use the media to promote themselves?	Assess different media approaches in the sports and entertainment industry.	Glencoe Sports and Entertainment Marketing workbook	Research current marketing trends in the industry and prepare an oral presentation	Glencoe chapter worksheets
What are product endorsements and how are they used?	Develop a promotional strategy within the sports and entertainment industry.	Bing, Google and Yahoo	Collaborate with classmates to create a promotional strategy for an athlete, entertainer, team or music group	Project assessments (Fantasysports.com has great additional projects)
Why is it important for an athlete or entertainer to project a positive image?	Research the product endorsements of famous athletes and entertainers and present the findings.	Graphic Organizers	Prepare a press kit and conduct a mock press conference	Responses to discussion questions
What are the different ways that an entertainment center generates revenue?	Compare the positive and negative images of current athletes and entertainers. Generate a graphic organizer that illustrates revenue stream.	ESPN/Sports Illustrated Advertising Age YouTube – product endorsement clips Super Bowl commercials – Streaming Video staplescenter.com	Use the Smartboard (if available) to enhance student presentations via Virtual Field Trip Use Fantasysports.com to have students continue with their franchise team	PowerPoint presentation assessment Oral presentation assessment

Suggestions on how to differentiate in this unit:

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- A wide variety of assessments and strategies complement the individual learning experience.

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #4: Sports and Entertainment Marketing: From Past to Present

Enduring Understanding: The sports and entertainment industry has changed over the last several decades.

Essential Questions: How has technology influenced the sports and entertainment industry?

What type of sporting and entertainment venues have emerged over recent years?

What is the future of sports and entertainment industry?

Unit Goal: The student will develop a timeline that illustrates the sports and entertainment industry from past to present

Duration of Unit: 2 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.3, 19.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What are the connections between sports and entertainment?	Discuss why the sports and entertainment industry are considered leisure activities for the purpose of enjoyment.	Fantasysports.com	PowerPoint to enhance a class discussion - question and answer	Written tests and quizzes
How has technology influenced the sports and entertainment marketing industry?	Differentiate between attending/viewing a sporting event or entertainment venue during the early 1900's to present.	Glencoe Sports and Entertainment Marketing workbook Bing, Google and Yahoo	Research the history of sports industry Research the history of the entertainment industry	Glencoe chapter worksheets Project assessments (Fantasysports.com has great additional projects)
Name an athlete and an entertainer from the early 20 th century?	Analyze the evolution of the sports and entertainment industry.	Graphic Organizers www.readwritethink.org /classroom-resources (developing timelines) discovery.com (history of motion pictures) www.profootballhof.com (virtual tour) njhalloffame.com (virtual tour)	Provide a graphic organizer – timeline to illustrate the evolution of the industry. Student generated graphs illustrating the historical timeline of ticket prices Have students view discovery.com video on product life cycle or YouTube has various clips on the history of motion pictures Use the Smartboard (if available) to have students develop a list of core and ancillary products.	Oral Presentation Video Questions Responses to discussion questions
Besides tickets, what do sports and entertainment marketers want to sell?	Generate revenue streams within the sports and entertainment industry.	Guest Speakers	Use Fantasysports.com to have students set up their franchise team and complete activities	

Suggestions on how to differentiate in this unit:

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- A wide variety of assessments and strategies complement the individual learning experience.

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #5: Intellectual Rights of the Sports and Entertainment Industry

Enduring Understanding: The sports & entertainment industry is protective of its intellectual property.

Essential Questions: Why is legal protection essential in the sports & entertainment industry?

Why are the letters “NFL” worth billions of dollars?

How does an athlete or entertainer make money during their career as well as their post-career?

Unit Goal: The student will recognize the need to protect intellectual property.

Duration of Unit: 2 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.3, 19.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
Why are copyrights/trademarks necessary in the sports and entertainment industry?	Formulate why copyrights and trademarks are necessary in the industry.	Fantasysports.com Glencoe Sports and Entertainment Marketing workbook	PowerPoint to enhance a class discussion - question and answer Research copyright laws	Written tests and quizzes Glencoe chapter worksheets
How does the sports and entertainment industry generate revenue from their intellectual property?	Brainstorm ways that the sports and entertainment industry generate revenue.	Bing, Google and Yahoo	Design/research logos	Project assessments (Fantasysports.com has great additional projects)
What residuals are available to an athlete or entertainer?	Create of list of the types of residuals that an athlete or entertainer can earn during his/her lifetime.	Graphic Organizers discovery.com (biography of athletes and entertainers) Guest Speakers - lawyer to explain copyrights/trademark	Create posters illustrating their individual logos Use Fantasysports.com to have students set up their franchise team and complete activities	Oral Presentation Video Questions Responses to discussion questions

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #6: Developing a Sports Franchise or Entertainment Event

Enduring Understanding: Inherent of the Free Enterprise System is the right to own property and start a business.

Essential Questions: How can an individual purchase a sports franchise?

What are the legal entities involved in starting a business in the sports and entertainment industry?

Unit Goal: The student will evaluate the franchise opportunities within the sports and entertainment industry.

Duration of Unit: 4 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.3, 19.4.12.D.17, 9.4.12.D.73, 9.4.12.D. (3).1, 9.4.12.E.16

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What does it mean to be part of the Free Enterprise System?	Justify the importance of the Free Enterprise System.	Fantasysports.com	PowerPoint to enhance a class discussion - question and answer	Written tests and quizzes
What are the legal forms of business ownership?	Identify the types of legal ownership of a business.	Glencoe Sports and Entertainment Marketing workbook	Research the Free Enterprise System and the impact it has on the sports and entertainment industry	Glencoe chapter worksheets
What are the costs involved in purchasing a sports or entertainment franchise?	Estimate the costs needed to start a sports or entertainment franchise.	Bing, Google and Yahoo	Generate a spreadsheet outlining the cost analysis of a franchise	Project assessments (Fantasysports.com has great additional projects)
Why is a business plan necessary in starting a business?	Discuss what a business plan is and the importance of the plan to obtain financing.	Sample business plan template discovery.com (videos on Free Enterprise System)	Use Fantasysports.com to have students set up their franchise team and complete activities Visual illustrating the costs of current sports and entertainment franchises	Oral Presentation Video Questions Responses to discussion questions

Suggestions on how to differentiate in this unit:

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- A wide variety of assessments and strategies complement the individual learning experience.

Freehold Regional High School District
Sports and Entertainment Marketing
Unit #7: Career Outlook in the Sports and Entertainment Industry

Enduring Understanding: The sports and entertainment industry offers many diverse career opportunities.

Essential Questions: What career opportunities are available in the sports and entertainment industries?

What would be the educational path for pursuing a career in the industry?

Unit Goal: The student will explore the variety of careers opportunities in the sports and entertainment industry.

Duration of Unit: 2 weeks

NJCCCS: 9.4.12.D.23, 9.4.12.D.25, 9.4.12.D.3, 19.4.12.D.17, 9.4.12.D.73, 9.4.12.E.16, 9.4.12.E.35

Guiding / Topical Questions	Content, Themes, Concepts, and Skills	Instructional Resources and Materials	Teaching Strategies	Assessment Strategies
What career opportunities are available in the sports and entertainment industry?	Investigate and assess the careers that are available in the sports and entertainment industry.	Glencoe Sports and Entertainment Marketing workbook	PowerPoint to enhance a class discussion - question and answer	Oral Presentation
What skills are needed to pursue a career in the sports and entertainment industry?	Justify the skills needed for a career in the sports and entertainment industry.	Bing, Google and Yahoo	Research the careers in the industry	Responses to discussion questions
How can you prepare for a career in the sports and entertainment industry?	Determine the types of courses need to pursue.	OOH or DOT to research careers	Create a visual or research paper on a career in the industry	Project assessment
What colleges offer a degree in sports marketing or entertainment marketing?	Develop personal interests and activities that support a career in the sports and entertainment industry. Investigate post-secondary opportunities in the sports and entertainment industry.	Intern possibilities	Guest speakers – anyone in the industry that can talk about appropriate career paths Resume writing	

Suggestions on how to differentiate in this unit:

- Students with individual learning styles can be assisted through adjustments in assessment standards, one-to-one teacher support, additional testing time, and use of visual and auditory teaching methods.
- A wide variety of assessments and strategies complement the individual learning experience.