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
FREEHOLD REGIONAL HIGH SCHOOL DISTRICT

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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.
### Relevant Standards

<table>
<thead>
<tr>
<th>Relevant Standards 1</th>
<th>Enduring Understandings</th>
<th>Essential Questions</th>
<th>Assessments</th>
<th>Summative (after)</th>
</tr>
</thead>
</table>
| 9.4.12.D.23         | 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 | Portfolios  
Projects  
Unit Exam  
Final Exam  
Written Report |
| 9.4.12.D.25         | 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 | Portfolios  
Projects  
Unit Exam  
Final Exam |
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<th>Essential Questions</th>
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<tbody>
<tr>
<td>9.4.12.D.23</td>
<td>The sports &amp; entertainment industry relies heavily on brand identity.</td>
<td>Why are athletes and celebrities used to influence brand loyalty in the industry? How does branding influence your buying decisions in the sports &amp; entertainment industry? How and why are product endorsements utilized in the fields of sports and entertainment?</td>
<td>Student Survey Discussion Anticipatory Set Questions Brainstorm</td>
</tr>
<tr>
<td>9.4.12.D.23</td>
<td>The sports and entertainment industry has changed over the last several decades</td>
<td>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?</td>
<td>Student Survey Discussion Anticipatory Set Questions Brainstorm</td>
</tr>
<tr>
<td>9.4.12.D.23</td>
<td>The sports &amp; entertainment industry is protective of its intellectual property.</td>
<td>Why is legal protection essential in the sports &amp; 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?</td>
<td>Student Survey Discussion Anticipatory Set Questions Brainstorm</td>
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</tr>
</tbody>
</table>
| 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  
9.3.12.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 |
<table>
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<tr>
<th>Unit Title</th>
<th>Unit Understandings and Goals</th>
<th>Recommended Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit #1: Strategies Used In the Sports and Entertainment Industry</td>
<td>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.</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Unit #2: The Economic and Cultural Impact of the Sports and Entertainment Industry</td>
<td>The sports &amp; 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?</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Unit #3: Branding and Licensing</td>
<td>The sports &amp; 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.</td>
<td>3 Weeks</td>
</tr>
<tr>
<td>Unit #4: Sports and Entertainment Marketing: From Past To Present</td>
<td>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.</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Unit #5: Intellectual Rights of the Sports and Entertainment Industry</td>
<td>The sports &amp; entertainment industry is protective of its intellectual property. 1. The student will explain the significance of brand identity, trademarks and copyrights.</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Unit #6: Developing a Sports Franchise or Entertainment Event</td>
<td>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.</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Unit #7: Career Outlook in the Sports and Entertainment Industry</td>
<td>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.</td>
<td>2 Weeks</td>
</tr>
</tbody>
</table>
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


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

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.
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


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<tbody>
<tr>
<td>Can you define economics and explain how the Free Enterprise System functions?</td>
<td>Explain the impact the sports and entertainment industry has on the Free Enterprise System.</td>
<td>Fantasysports.com, Glencoe Sports and Entertainment Marketing workbook, Bing, Google and Yahoo, Census.gov (demographic research), Graphic Organizers, Street and Smiths Sports and Entertainment Journal, <a href="http://www.hostolympics.com">http://www.hostolympics.com</a>, Lakewood Blue Claws Field Trip (or other local venues)</td>
<td>PowerPoint to enhance a class discussion - question and answer, Research the definition of disposable and discretionary income – develop a comparison sheet, Generate a personal (family) budget to attend a sporting or entertainment event, Create a city budget for hosting a sporting or entertainment event, 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</td>
<td>Written tests and quizzes, Glencoe chapter worksheets, Project assessments (Fantasysports.com has great additional projects), Responses to discussion questions, PowerPoint presentation assessment, Budget analysis</td>
</tr>
<tr>
<td>What is the difference between disposable and discretionary income and how do they impact the sports and entertainment industry?</td>
<td>Differentiate between disposable and discretionary income.</td>
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<tr>
<td>How much does a typical family of four spend at a professional sporting event or entertainment venue?</td>
<td>Analyze and create a budget illustrating the costs to attend a professional sporting event or entertainment venue.</td>
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<tr>
<td>What are the financial benefits and risks for Ocean County, New Jersey by hosting the Lakewood Blue Claws?</td>
<td>Analyze the cost effectiveness of hosting a sporting or entertainment event.</td>
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<tr>
<td>How do consumers spend their leisure time?</td>
<td>Determine sporting and entertainment functions that are considered to be leisure activities.</td>
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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.
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


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


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</table>
| 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  
Glencoe Sports and Entertainment Marketing workbook  
Bing, Google and Yahoo  
Graphic Organizers  
www.readwritethink.org/classroom-resources (developing timelines)  
discovery.com (history of motion pictures)  
www.profootballhof.com (virtual tour)  
njalloffame.com (virtual tour) | PowerPoint to enhance a class discussion - question and answer  
Research the history of sports industry  
Research the history of the entertainment industry  
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.  
Use Fantasysports.com to have students set up their franchise team and complete activities | Written tests and quizzes  
Glencoe chapter worksheets  
Project assessments (Fantasysports.com has great additional projects)  
Oral Presentation  
Video Questions  
Responses to discussion questions |
| 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. | | |
| Name an athlete and an entertainer form the early 20th century? | Analyze the evolution of the sports and entertainment industry. | | |
| Besides tickets, what do sports and entertainment marketers want to sell? | Generate revenue streams within the sports and entertainment industry. | | |

**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 #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


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</table>
| 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  
Bing, Google and Yahoo  
Graphic Organizers discovery.com (biography of athletes and entertainers)  
Guest Speakers - lawyer to explain copyrights/trademark | PowerPoint to enhance a class discussion - question and answer  
Research copyright laws  
Design/research logos  
Create posters illustrating their individual logos  
Use Fantasysports.com to have students set up their franchise team and complete activities | Written tests and quizzes  
Glencoe chapter worksheets  
Project assessments (Fantasysports.com has great additional projects)  
Oral Presentation  
Video Questions  
Responses to discussion questions |
| How does the sports and entertainment industry generate revenue from their intellectual property? | Brainstorm ways that the sports and entertainment industry generate revenue. |  |  |  |
| 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. |  |  |  |

**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


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

**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.
### 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 career opportunities in the sports and entertainment industry.

### Duration of Unit:
2 weeks

### NJCCCS:

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

### 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.