

School District of Upper Moreland Township
2900 Terwood Road
Willow Grove, Pa 19090

Planned Course for 9-12 Business and Integrated Technology Education

Course: Sports & Entertainment Marketing

Business, Computer and Information Technology Standards

15.9.12.B.	15.9.12.H
15.9.12.C	15.9.12.I.
15.9.12.E	15.9.12.K
15.9.12.F	15.9.12.L
15.9.12.G	15.9.12.M

Academic Standards for Career Education and Work

13.1.11.B.
13.1.11.C.

Pennsylvania Reading and Writing Standards for Science and Technical Subjects

Reading

CC.3.5.9-12.A
CC.3.5.9-12.D

Writing

CC.3.6.11-12.E

Course Description:

The 9-12 Business and Integrated Technology Education program is designed to provide students with the tools to develop business, economic and technology skills needed in the 21st century society. Students are provided with multiple career pathways from which to choose as they engage in real world scenarios that will help them to master the knowledge, applications and attitudes that will benefit their personal and professional lives.

This course will help students develop a thorough understanding of the marketing concepts and theories that apply to sports, sporting events, and the entertainment industry. The areas this course will cover include basic marketing, target marketing, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports marketing plans.

Specific and measurable objectives directly related to the academic standards to be achieved by students:

The specific objectives for this course are detailed in the Upper Moreland Township School District 9-12 Business and Integrated Technology Education Scope and Sequence based on the specifications set forth in PA Academic Standards and PA Reading and Writing Standards for Science and Technical Subjects.

Materials:

Text: Kaser, Ken, and Dotty Boen Oelkers. *Sports and Entertainment Marketing*. South-Western, Cengage Learning, 2019.

Supplemental Materials:

DVD, handouts, articles from various sources, guest speakers.

- Online simulations
- Laser Jet Printer
- Teacher created materials
- Technology (Interactive Whiteboard, Projector, Web-based Resources, Smart Sync classroom management software)

Instructional Activities:

- Modeling
- Guided Practice
- Student Centered Activities
- Problem Solving
- Group Discussions
- Multimedia Presentations

Estimated instructional time to be devoted to achieving objectives:

- Approximately 86 minutes per day on an alternating block schedule for one semester.

Assessments:

Classroom assessment will focus on both assessment of learning and assessment for learning. Formative and summative classroom level assessments will be implemented throughout each unit of study. Each unit of study will contain at least one common assessment that will provide comprehensive student learning data that will be utilized to plan future instruction

An explanation of how student grades will be determined:

Students will be evaluated in the areas of class work, class participation, and teacher observation using both formative and summative assessments.