# canstone Project **SPORTS & ENTERTAINMENT MARKETING**

**Students plan a For-Profit Event** 

**Critical Thinking Entrepreneur Activity** 

**Google Slides that** easily convert to **Microsoft PowerPoint** 

**NO PREP! SAVES YOU TIME!**  Let's Plan an Event!!!



BUSINESS EDUCATION WITH Penise Leigh



# **Students Think Like Entrepreneurs!**

- Students plan a FOR-PROFIT EVENT like a sporting event, school play, concert, movie premier, street carnival, talent show, comedy show, etc.
- Students use their critical thinking skills to act like an entrepreneur:
  - Pick a venue
  - Select foods for concessions stand
  - Complete a Marketing Plan
  - **Complete a Marketing Mix**
  - **Demographics analysis Target Market**
  - How much will you spend?
  - **Build your brand for the event**
  - **Unique Selling Position (USP)?**
  - **Pricing Strategy**
  - **Corporate Social Responsibility**
  - **SWOT Analysis**
  - Social Media Promotion
  - **Create Social Media Posts**
  - Create a Billboard

## **Use as a Final Assessment**







# **Event Project** Students use their critical

thinking skills, creativity, and knowledge from your class to complete all the tasks listed

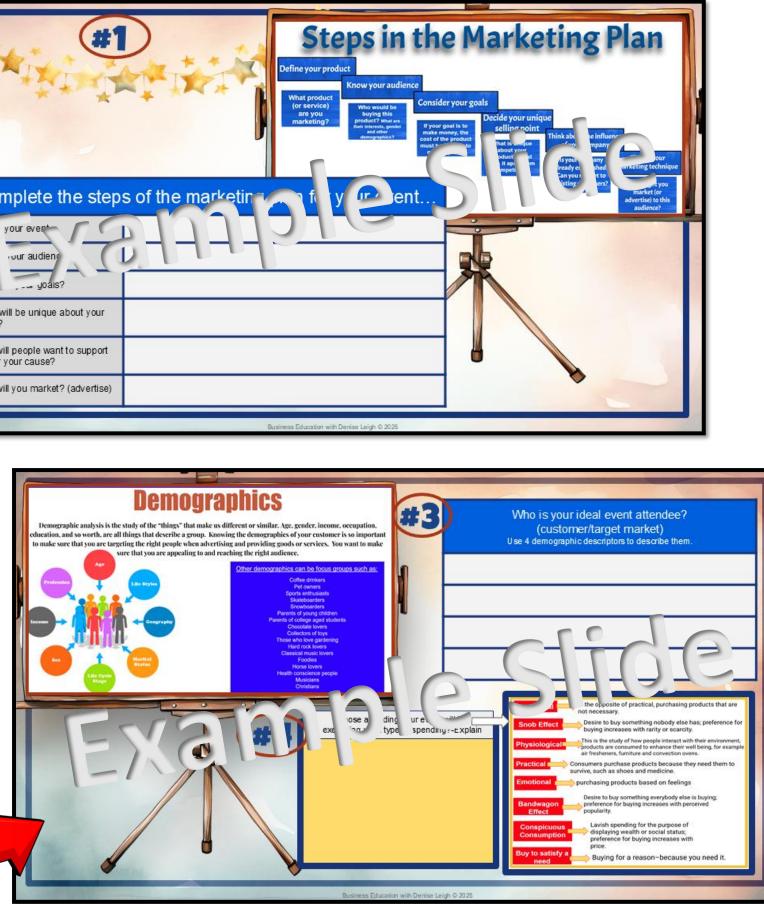
Use in any Marketing, SEM, Entrepreneurship, and Intro to Business Class



### **Students complete** the steps in the **Marketing Plan**



### **Students identify their** target market using demographic descriptors



# **2 Sample Slides from this Marketing Capstone Project**

# **17 Slides in this Capstone Project**



## A Google Slides file that easily converts to PowerPoint



This Marketing Capstone **Project** is included in my SEM Course

# **Sports & Entertainment** Marketing **FULL SEMESTER COURSE**

**A FULL Semester Course aligned with** the National Business Education Association's (NBEA) **Standards** 

Includes a Lesson Library to make the activities Easy-to-Find



**NO PREP!** 

Hi! My name is Denise Leigh. I have been teaching Business
Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania
Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative<sup>™</sup> Project-Based Business Education (PBL) Classroom.

