

# Marketing Research

## Sports & Entertainment Unit

### 6 Lessons and Activities

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

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

**NO PREP!**

BUSINESS EDUCATION WITH *Denise Leigh*



# WHY IS THIS 'MARKETING RESEARCH' UNIT SO GREAT?

✔ Designed by an educator with **30 years** experience.

✔ **NO PREP** lessons & activities that are **ENGAGING** and **FUN**.

✔ **Aligned** to the National Business Education Association (NBEA) standards.

✔ All NBEA standards are **cross-walked** with the appropriate lesson.

✔ Use these versatile marketing lessons & activities in your multiple business education preps!



# WHAT DO YOU GET?

- ✔ Lesson Library that keeps the instructor organized
- ✔ Student Copies
- ✔ Teacher's Keys & Student Examples
- ✔ Pacing Guides
- ✔ National Business Education Association (NBEA) Standards
- ✔ Grading Rubrics



Includes **everything** the teacher needs for success including many teacher notes, tips, and suggestions!

# 6 SEM Lessons & Activities

- ✔ Data Collection & Marketing Strategies
- ✔ Taylor Swift Marketing Case Study
- ✔ Streaming Services Data Collection
- ✔ SWOT Analysis
- ✔ PEST Analysis
- ✔ Sports & Entertainment Marketing Research Project – **Use as an Assessment**



Approx. **6-7** Hours Teaching Duration

# Includes a **LESSON LIBRARY** to keep you organized



**Sports and Entertainment Marketing – Market Research**  
 All lessons are in the order that I recommend teaching them.  
 \*\*The pacing listed is just a suggestion and guide as time varies depending on the class and the teacher's instructional discussion and reflection discussion.

	Student Copy	Teacher's Key/ Student Example	Pacing	National Business Education Association (NBEA) Standards
<b>Marketing Research</b>	<a href="#">Data Collection &amp; Marketing Strategies</a>	<a href="#">Data Collection &amp; Marketing Strategies Teacher's Key</a>	60 min	<b>VI. Marketing Research</b> 1. <b>Achievement Standard:</b> Analyze the role of marketing research in decision-making of marketing research in decision-making. Level 3 Performance Expectations: 4. Compare and contrast marketing research and environmental scanning. 6. Identify the methods for collecting primary data.
	<a href="#">Taylor Swift Marketing Lessons</a>	<a href="#">Taylor Swift Student Example</a>	55 min	
	<a href="#">Streaming Data</a>	<a href="#">Streaming Data Teacher's Key</a>	40 min	
	<a href="#">SWOT</a>	<a href="#">SWOT Teacher's Key</a>	40 min	
	<a href="#">PEST</a>	<a href="#">PEST Teacher's Key</a>	60 Min	
	<a href="#">SEM Research Project</a>	<a href="#">SEM Research Project Student Example</a>	90 Min	

**Student Copies Column**

**Teacher's Keys Column**

**Expected Time / Pacing**

**National Business Education Association (NBEA) standards**

Google Slides format or **EASILY** convert to Microsoft PowerPoint

# Sports & Entertainment Marketing

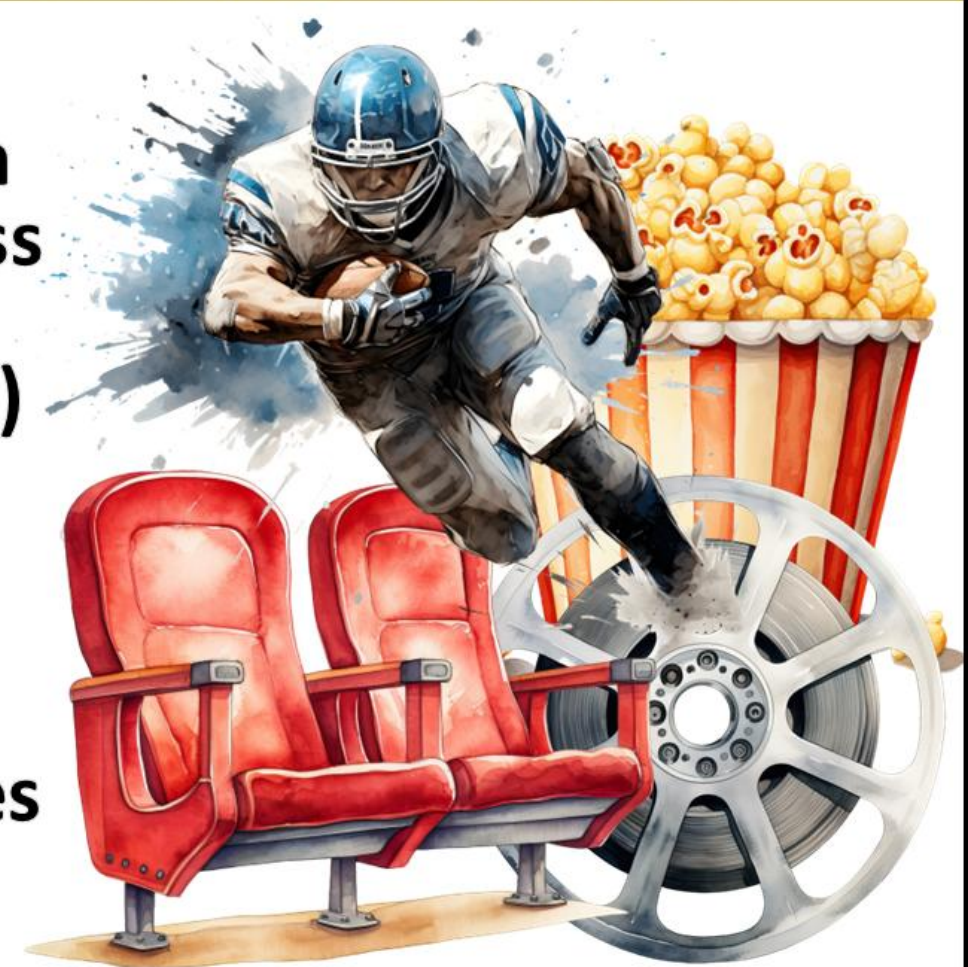
## FULL SEMESTER COURSE

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Course aligned with  
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BUSINESS EDUCATION WITH *Denise Leigh*



This is the  
6<sup>th</sup> SEM Unit –  
Marketing  
Research



**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™ Project-Based Business Education (PBL) Classroom.

