

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!

BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS 'SEM SEMESTER COURSE' SO GREAT?

- ✔ Designed by an educator with **30 years** experience.
- ✔ **NO PREP** lessons, activities, & projects that are **ENGAGING & FUN**.
- ✔ **Aligned** to the National Business Education Association (NBEA) standards.
- ✔ All NBEA standards are **cross-walked** with the appropriate SEM unit.
- ✔ Use these versatile marketing lessons, activities, & projects 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!

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

Student Copies

Teacher's Keys

Expected Time / Pacing

National Business Education Association (NBEA) standards



Sports and Entertainment Marketing Semester Course

All lessons & units 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
Foundations of Marketing SEM	What is Marketing SEM	What is Marketing SEM	30 min	I. Foundations of Marketing 1. Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, society and global community. Level 3 Performance Expectations 5. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market. 7. Recognize the elements of the marketing mix (e.g., product, price, distribution, and promotion) create an image or personality (position) for a product and connect directly to customers' needs and wants. 8. Describe the wide scope of marketing—business-to-consumer, business-to-business, consumer-to-consumer, group buying, industrial, nonprofit, personal, government, and electronic. 9. Describe the importance of marketing in a global economic environment. 10. Discuss marketing practices that violate customer rights and consumer advocacy (specifically the impact of marketing on consumer privacy concerns).
	Our Activities	N/A	40 min	
	Classroom to Achieve "It," Ability	N/A	30 min	
	Marketing Research 101	Marketing Research 101	40 min	
	Brand in the Marketplace	Brand in the Marketplace	30 min	
	Brand in the Marketplace	Brand in the Marketplace	30 min	
	Marketing Mix Move It!	Marketing Mix, Student Key	40 min	
	Marketing Mix Move It!	Marketing Mix, Student Key	40 min	
	Marketing Mix Move It!	Marketing Mix, Student Key	40 min	
	Marketing Mix Move It!	Marketing Mix, Student Key	40 min	
Consumers & Their Behavior	Consumer Behavior	Consumer Behavior	30 min	II. Consumers and Their Behavior 1. Achievement Standard: Analyze the characteristics, motivations, and behavior of consumers. A. Characteristics of Consumer Behavior Level 3 Performance Expectations 3. Describe characteristics of the changing demographic and global populations (e.g., demographics, psychographics, and geography). 4. Describe the impact of consumer differences (e.g., life stages, benefits sought, usage rate, brand loyalty, and socioeconomic characteristics) on buying decisions. 5. Differentiate between intermediary customers and end users (e.g., business, government, households, industry, nonprofit, retailers, wholesalers). 6. Differentiate between rational (cognitive) and emotional (affective) buying motives. 7. Describe the steps in the consumer buying decision. 8. Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior. Level 3 Performance Expectations 1. Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior. 2. Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior. 3. Explain ways that segmentation can be used to identify target markets.
	Consumer Behavior	Consumer Behavior	45 min	
	Consumer Behavior	Consumer Behavior	30 min	
	Consumer Behavior	Consumer Behavior	45 min	
	Consumer Behavior	Consumer Behavior	30 min	
External Factors	External Factors	External Factors	30 min	III. External Factors 1. Achievement Standard: Analyze the influence of external factors on marketing. A. Government and Legal Regulation Level 3 Performance Expectations 4. Describe the impact of specific marketing regulations/law on both domestic and international business. B. Ethical Issues Level 3 Performance Expectations 4. Discuss corporate social responsibility. 5. Explain how unethical behavior can lead to government regulations. 6. Compare and contrast ethical standards in domestic and international markets. 7. Describe how consumer expectations regarding the privacy of personal information on the internet (e.g., social networks, media sharing sites, location based services, websites, e-mail, blogs, virtual worlds, and online gaming) influence marketing.
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	45 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
	External Factors	External Factors	30 min	
The Marketing Mix	Marketing Mix	Marketing Mix	30 min	IV. The Marketing Mix 1. Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process and their role in positioning. A. Product 3. Analyze marketing mix strategies for each marketing function. Level 3 Performance Expectations 30. Identify qualities of an effective brand. 31. Explain the impact of brand on consumer behavior. B. Place Level 3 Performance Expectations 7. Compare and contrast physical and virtual marketing channels for various industries. 8. Explain how buyer preferences shape marketing channels. C. Price Level 3 Performance Expectations 9. Define pricing strategies based on business objectives. D. Promotion Level 3 Performance Expectations 7. Evaluate factors used to determine media selection. 8. Identify methods for evaluating the effectiveness of various advertising media. 9. Analyze data sources and data collection from advertising media. 13. Create advertising for new and emerging technologies.
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
	Marketing Mix	Marketing Mix	15 min	
The Marketing Plan	Marketing Plan	Marketing Plan	35 min	V. The Marketing Plan 1. Achievement Standard: Describe the elements, design, and purpose of a marketing plan. Level 3 Performance Expectations: 1. Explain why a marketing plan is essential. 2. Identify the goals of a marketing plan. 3. Identify the basic components of a marketing plan. 4. Differentiate between short term and long term planning. 5. Discuss how the marketing plan aligns with the corporate strategic plan. 6. Analyze a company's marketing plan.
	Marketing Plan	Marketing Plan	35 min	
Marketing Research	Marketing Research	Marketing Research	35 min	VI. Marketing Research 1. Achievement Standard: Analyze the role 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.
	Marketing Research	Marketing Research	40 min	
	Marketing Research	Marketing Research	40 min	
	Marketing Research	Marketing Research	40 min	
	Marketing Research	Marketing Research	40 min	
Capstone (Final Project)	Capstone (Final Project)	Capstone (Final Project)	2 weeks	Cumulative Project

Seasonal Activities	Teacher's Key
Super Bowl Discovery File	Super Bowl Discovery File
Super Bowl Project File	Super Bowl Project File
T-Shirt Design for the Super Bowl	T-Shirt Design for the Super Bowl
March Madness-also listed above in the lesson library	N/A
Social Media Posts GREAT for a sub day	Student Examples

6 SEM UNITS + 1 CAPSTONE (FINAL) PROJECT

All files are in Google format or **EASILY** convert to Microsoft

Includes 6 S&E Marketing Units

- ✔ Foundations of Marketing
- ✔ Consumers & Their Behavior
- ✔ External Factors
- ✔ The Marketing Mix
- ✔ The Marketing Plan
- ✔ Marketing Research
- ✔ Capstone (Final) Project



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



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.

