

# NC Sports & Event Marketing I



## SEMESTER COURSE



**A SEM I Semester Course aligned with the North Carolina State Standards**

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

**NO PREP!**



BUSINESS EDUCATION WITH *Denise Leigh*

# WHY IS THIS NORTH CAROLINA 'SPORTS & EVENT MARKETING 1 COURSE' SO GREAT?

- ✔ Designed by an educator with **30 years** experience.
- ✔ **NO PREP** lessons, activities, & projects that are **ENGAGING & FUN**.
- ✔ **Aligned** to the North Carolina State standards for **S&E Marketing I** and **many of the SEM II**.
- ✔ All North Carolina MH31 SEM standards are **cross-walked** with the appropriate SEM lesson.
- ✔ 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
- ✔ **North Carolina State Standards** for Sports & Event Marketing
- ✔ Grading Rubrics



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

# 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



**NO PREP!** All the PREP WORK is done for you!

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

**Student Copies**

**Teacher's Keys**

**Expected Time / Pacing**

**North Carolina state standards**

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



View **THIS VIDEO** first

## Sports and Events Marketing Semester Course

All lessons & units are in the order that I recommend teaching them.

	Student Copy	Teacher's Key/ Student Copy	Pacing	North Carolina Course Standards	National Business Education Association (NBEA) Standards
Foundations of Marketing SEM	Introduction to SEM	Introduction to SEM	30 min	1.01 Understand the relationship between marketing and business.	<b>I. Foundations of Marketing</b> <b>Achievement Standard:</b> Analyze the fundamental nature of marketing and analyze the impact of marketing activities on the individual, business, society and global community. <b>Level 3 Performance Expectations</b> 1. Recognize that a successful marketing strategy is built on positive customer relationships and understanding the target market. 2. Recognize the elements of the marketing mix (e.g., product, price, distribution, and promotion) and how they relate to one another. 3. Describe the role of marketing in business success. 4. Describe the importance of marketing in the global economic environment. 5. Discuss marketing practices that violate customer rights and consumer advocacy (specifically the impact of marketing on consumer privacy concerns).
	Marketing Strategy	Marketing Strategy	30 min	1.02 Understand motivational factors for identifying and participating in sports and events.	
	Marketing Mix	Marketing Mix	30 min	1.03 Understand the relationship between marketing and business.	
	Marketing Plan	Marketing Plan	30 min	1.04 Understand the relationship between marketing and business.	
	Marketing Research	Marketing Research	30 min	1.05 Understand the relationship between marketing and business.	
	Marketing Ethics	Marketing Ethics	30 min	1.06 Understand the relationship between marketing and business.	
	Marketing Law	Marketing Law	30 min	1.07 Understand the relationship between marketing and business.	
	Marketing History	Marketing History	30 min	1.08 Understand the relationship between marketing and business.	
	Marketing Future	Marketing Future	30 min	1.09 Understand the relationship between marketing and business.	
	Marketing Summary	Marketing Summary	30 min	1.10 Understand the relationship between marketing and business.	
Consumers & Their Behavior	Consumer Behavior	Consumer Behavior	30 min	2.01 Explain the nature of sport and event marketing.	<b>II. Consumers and Their Behavior</b> <b>Achievement Standard:</b> Analyze the characteristics, motivations, and behavior of consumers. <b>A. Characteristics of Consumer Behavior</b> <b>Level 3 Performance Expectations</b> 1. Describe characteristics of the changing demographics and global populations (e.g., demographics, psychographics, and geography). 2. Describe the impact of consumer differences (e.g., the stages, benefits sought, usage rate, needs, and social class) on marketing decisions. 3. Differentiate between intermediary customers and end users (e.g., business, government, nonprofit, industry, nonprofit, academic, and educational) buying motives. 4. Differentiate between individual, corporate, and organizational buying motives. 5. Describe the steps in the consumer buying decision. 6. Analyze how cultural, personality, and situational factors influence consumer purchase behavior. <b>B. Segmentation and Target Markets</b> <b>Level 3 Performance Expectations</b> 1. Identify the basis of market segmentation. 2. Explain why that segmentation can be used to identify target markets.
	Consumer Segmentation	Consumer Segmentation	30 min	2.02 Explain the nature of sport and event marketing.	
	Consumer Targeting	Consumer Targeting	30 min	2.03 Explain the nature of sport and event marketing.	
	Consumer Positioning	Consumer Positioning	30 min	2.04 Explain the nature of sport and event marketing.	
	Consumer Behavior Summary	Consumer Behavior Summary	30 min	2.05 Explain the nature of sport and event marketing.	
	Consumer Behavior Case Study	Consumer Behavior Case Study	30 min	2.06 Explain the nature of sport and event marketing.	
	Consumer Behavior Quiz	Consumer Behavior Quiz	30 min	2.07 Explain the nature of sport and event marketing.	
	Consumer Behavior Project	Consumer Behavior Project	30 min	2.08 Explain the nature of sport and event marketing.	
	Consumer Behavior Reflection	Consumer Behavior Reflection	30 min	2.09 Explain the nature of sport and event marketing.	
	Consumer Behavior Summary	Consumer Behavior Summary	30 min	2.10 Explain the nature of sport and event marketing.	
External Factors	External Factors	External Factors	30 min	3.01 Explain legal issues affecting the marketing of sport and event products.	<b>III. External Factors</b> <b>Achievement Standard:</b> Analyze the influence of external factors on marketing. <b>A. Government and Legal Regulation</b> <b>Level 3 Performance Expectations</b> 1. Analyze the influence of government and legal regulation on both domestic and international business. <b>B. Ethical Issues</b> <b>Level 3 Performance Expectations</b> 1. Explain how unethical behavior can lead to government regulations. 2. Compare and contrast ethical standards in domestic and international markets. 3. Describe how consumer expectations regarding the privacy of personal information on the Internet (e.g., social networks, mobile devices, location-based services, websites, email, blogs, virtual worlds, and online gaming) influence marketing.
	Government and Legal Regulation	Government and Legal Regulation	30 min	3.02 Explain legal issues affecting the marketing of sport and event products.	
	Ethical Issues	Ethical Issues	30 min	3.03 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Summary	External Factors Summary	30 min	3.04 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Case Study	External Factors Case Study	30 min	3.05 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Quiz	External Factors Quiz	30 min	3.06 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Project	External Factors Project	30 min	3.07 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Reflection	External Factors Reflection	30 min	3.08 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Summary	External Factors Summary	30 min	3.09 Explain legal issues affecting the marketing of sport and event products.	
	External Factors Final	External Factors Final	30 min	3.10 Explain legal issues affecting the marketing of sport and event products.	
The Marketing Mix	The Marketing Mix	The Marketing Mix	30 min	4.01 Understand how sports and events are marketed.	<b>IV. The Marketing Mix</b> <b>Achievement Standard:</b> Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning. <b>A. Product</b> <b>Level 3 Performance Expectations</b> 1. Analyze marketing mix strategies for each classification. 2. Analyze the marketing mix. 3. Explain the impact of trends on consumer behavior. 4. Explain the reasons for brand loyalty. <b>B. Price</b> <b>Level 3 Performance Expectations</b> 1. Analyze how pricing strategies are used in the marketing process. 2. Explain how pricing strategies are used in the marketing process. <b>C. Place</b> <b>Level 3 Performance Expectations</b> 1. Explain how distribution strategies are used in the marketing process. 2. Explain how distribution strategies are used in the marketing process. <b>D. Promotion</b> <b>Level 3 Performance Expectations</b> 1. Explain how advertising strategies are used in the marketing process. 2. Explain how advertising strategies are used in the marketing process. 3. Explain how advertising strategies are used in the marketing process. 4. Explain how advertising strategies are used in the marketing process. 5. Explain how advertising strategies are used in the marketing process.
	Product	Product	30 min	4.02 Explain the nature of sport and event marketing.	
	Price	Price	30 min	4.03 Explain the nature of sport and event marketing.	
	Place	Place	30 min	4.04 Explain the nature of sport and event marketing.	
	Promotion	Promotion	30 min	4.05 Explain the nature of sport and event marketing.	
	Marketing Mix Summary	Marketing Mix Summary	30 min	4.06 Explain the nature of sport and event marketing.	
	Marketing Mix Case Study	Marketing Mix Case Study	30 min	4.07 Explain the nature of sport and event marketing.	
	Marketing Mix Quiz	Marketing Mix Quiz	30 min	4.08 Explain the nature of sport and event marketing.	
	Marketing Mix Project	Marketing Mix Project	30 min	4.09 Explain the nature of sport and event marketing.	
	Marketing Mix Reflection	Marketing Mix Reflection	30 min	4.10 Explain the nature of sport and event marketing.	
The Marketing Plan	The Marketing Plan	The Marketing Plan	30 min	5.01 Explain the nature of sport and event marketing.	<b>V. The Marketing Plan</b> <b>Achievement Standard:</b> Describe the elements, design, and purpose of a marketing plan. <b>Level 3 Performance Expectations</b> 1. Explain why a marketing plan is essential. 2. Identify the goals of a marketing plan. 3. Describe 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	30 min	5.02 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.03 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.04 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.05 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.06 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.07 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.08 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.09 Explain the nature of sport and event marketing.	
	Marketing Plan	Marketing Plan	30 min	5.10 Explain the nature of sport and event marketing.	
Marketing	Marketing	Marketing	30 min	6.01 Understand the importance of marketing research in sport and event marketing.	<b>VI. Marketing Research</b> <b>Achievement Standard:</b> Analyze the role of marketing research in decision-making of marketing research in decision-making. <b>Level 3 Performance Expectations</b> 1. Explain the role of marketing research in decision-making. 2. Explain the role of marketing research in decision-making. 3. Explain the role of marketing research in decision-making. 4. Explain the role of marketing research in decision-making. 5. Explain the role of marketing research in decision-making. 6. Explain the role of marketing research in decision-making.
	Marketing	Marketing	30 min	6.02 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.03 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.04 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.05 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.06 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.07 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.08 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.09 Understand the importance of marketing research in sport and event marketing.	
	Marketing	Marketing	30 min	6.10 Understand the importance of marketing research in sport and event marketing.	
Capstone (Final Project)	Capstone (Final Project)	Capstone (Final Project)	30 min	7.01 Understand the importance of marketing research in sport and event marketing.	<b>Cumulative Project</b>
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.02 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.03 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.04 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.05 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.06 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.07 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.08 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.09 Understand the importance of marketing research in sport and event marketing.	
	Capstone (Final Project)	Capstone (Final Project)	30 min	7.10 Understand the importance of marketing research in sport and event marketing.	

Seasonal Activities	Teacher's Key
Super Bowl Drafting Plan	Super Bowl Drafting Plan
Super Bowl Project Plan	Super Bowl Project Plan
3-Act Play for the Super Bowl	3-Act Play for the Super Bowl
March Madness - also listed above in the lesson library	N/A
Super Bowl Party	Super Bowl Party

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



**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.

