

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**

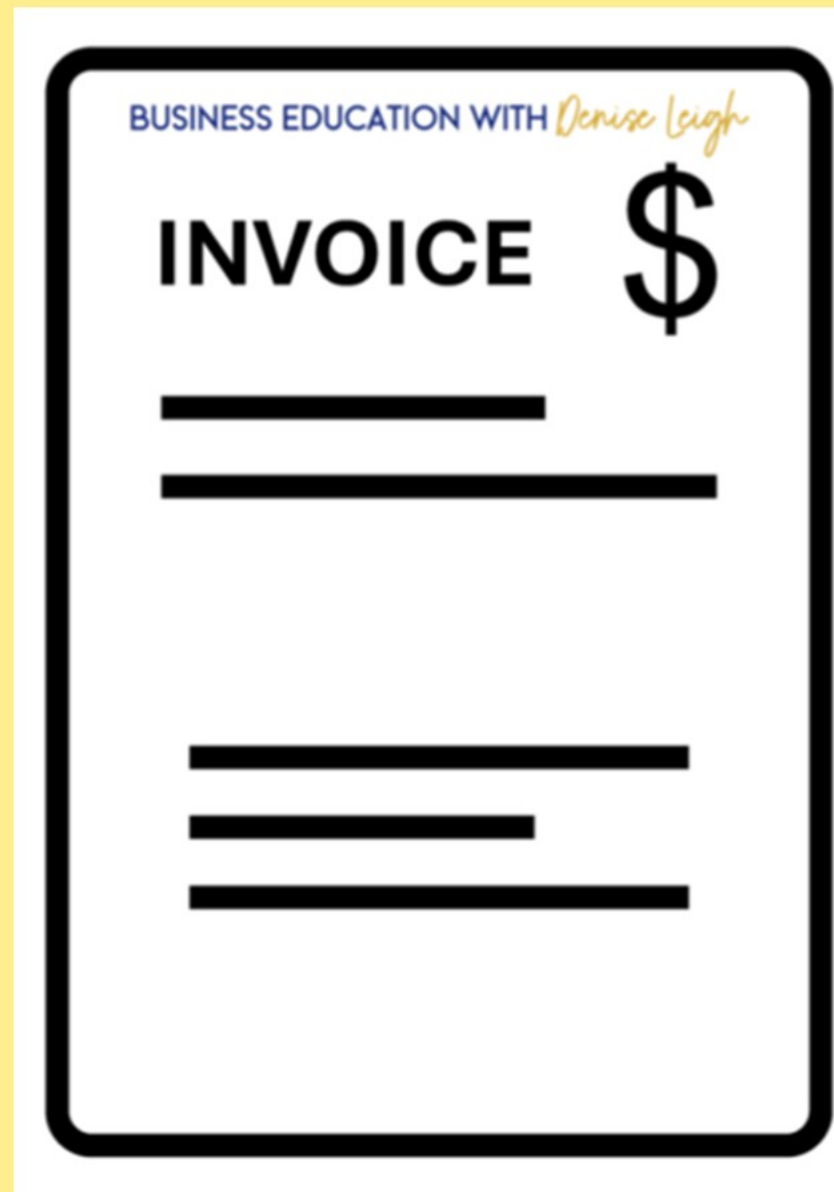
NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

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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!

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.

