

The Marketing Mix

Sports & Entertainment Unit

12 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 MIX' 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 (for some of the activities)



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

12 SEM Lessons & Activities

- ✓ Branding
- ✓ Iconic Brands Research Project
- ✓ Brand Loyalty
- ✓ Promotional Strategies
- ✓ Ways to Promote Activity
- ✓ Taglines
- ✓ Social Media Platforms Introduction
- ✓ Social Media Gallery walk
- ✓ Pricing Strategies
- ✓ Social Media Influencers
- ✓ Social Media Affiliate Marketing
- ✓ Sports & Entertainment Influencers Activity



Approx. **11-13** Hours Teaching Duration

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

Sports and Entertainment Marketing Mix UNIT
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
The Marketing Mix	Branding	Branding Teacher's Key	40 min	<p style="text-align: center;">IV. The Marketing Mix</p> <p>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.</p> <p>A. Product</p> <p>3. Analyze marketing mix strategies for each classification.</p> <p>4. Analyze the branding</p> <p style="text-align: center;">Level 3 Performance Expectations</p> <p>30. Identify qualities of an effective brand</p> <p>31. Explain the impact of brands on consumer behaviour</p> <p>32. Examine the reason for brand loyalty.</p> <p>B. Place</p> <p style="text-align: center;">Level 3 Performance Expectations</p> <p>7. Compare and contrast direct and indirect marketing channels for various industries.</p> <p>8. Describe how technology has transformed marketing channels.</p> <p>9. Explain how buyer preferences shape marketing channels.</p> <p>C. Price</p> <p style="text-align: center;">Level 3 Performance Expectations</p> <p>5. Derive pricing strategies based on business objectives.</p> <p>D. Promotion</p> <p>1. Advertising</p> <p style="text-align: center;">Level 3 Performance Expectations</p> <p>7. Evaluation factors used to determine media selection</p> <p>8. Identify methods for evaluating the effectiveness of various advertising media.</p> <p>9. Analyze data points and data collection from advertising media.</p> <p>13. Create advertising for new and emerging technologies.</p>
	Iconic Sports and Entertainment Brands Research Project Collaborative Slide Show	N/A I give students 20-30 minutes to complete their slide. Each student then presents their slide to the class. Watch THIS video to understand how to use this file.	40 min	
	Brand Loyalty	Brand Loyalty Teacher's Key	50 min	
	Promotional Strategies	Promotional Strategies Teacher's Key	20 min	
	Ways to Promote	Ways to Promote Teacher's Key	30 min	
	Taglines	Taglines Teacher's Key	15 min	
	Social Media Platforms Introduction file Student-Created Bulletin	Social Media Platforms Teacher's Key	90 mi Bulletin Board 20 min	
	Social Media Gallery Walk	N/A	40 min	
	Pricing Strategies	Pricing Strategies Teacher's Key	40 min	
	Be a Social Media Influencer	Student Example	50 min	
Be an Affiliate	Student Example	50 min		
Promotion- March Madness <small>If teaching this in a fall semester, I called it "The Month of Marketing Madness"</small>	N/A Student examples are in the file to the left.	2 weeks Time varies		

Student Copies Column

Teacher's Keys Column

Expected Time / Pacing
National Business Education Association
(NBEA) standards

Google Docs and Google Slides format or
EASILY convert to Microsoft Word or PowerPoint

This is the
4th SEM Unit –
The Marketing
Mix

Sports & Entertainment Marketing

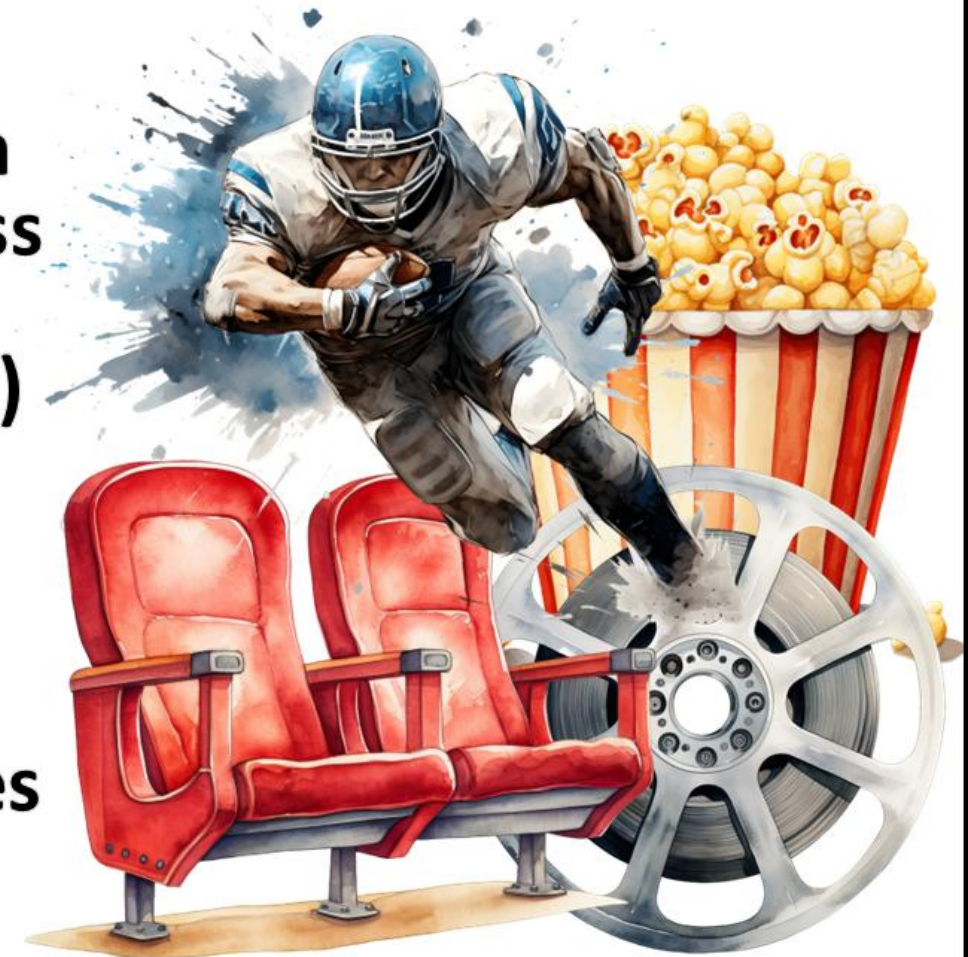
FULL SEMESTER COURSE

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BUSINESS EDUCATION WITH *Denise Leigh*





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.

