

The Marketing Plan

Sports & Entertainment Unit

5 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 PLAN' UNIT SO GREAT?

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



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

5 SEM Lessons & Activities

- ✓ Marketing Plan Discovery
- ✓ Steps in the Marketing Plan
- ✓ Sports Marketing Strategies
- ✓ Marketing Plan Components
- ✓ Arcade Marketing Plan activity



**Real-World
Entrepreneur Lessons
and Activity**

Approx. 4-5 Hours Teaching Duration

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



Sports and Entertainment Marketing Plan
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 Plan	Marketing Plan Discovery	Marketing Plan Discovery Teacher's Key	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
	Steps in the Marketing Plan	Steps in the Marketing Plan Teacher's Key	60 min	
	Sports Marketing Strategies	Sports Marketing Strategies Teacher's Key	35 min	
	Marketing Plan Teacher Presentation Marketing Plan Student copy and project	Student Example		
	Arcade Marketing Plan Teacher's Key		60 mins	

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 and PowerPoint

This is the
5th SEM Unit –
The Marketing
Plan

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*





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.

