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!

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WHY IS THIS 'MARKETING PLAN' UNIT SO GREAT?

- Obsigned 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?

- **W** Lesson Library that keeps the instructor organized
- **Student Copies**
- **Teacher's Keys & Student Examples**
- **Ouides** Pacing Guides
- **W** 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

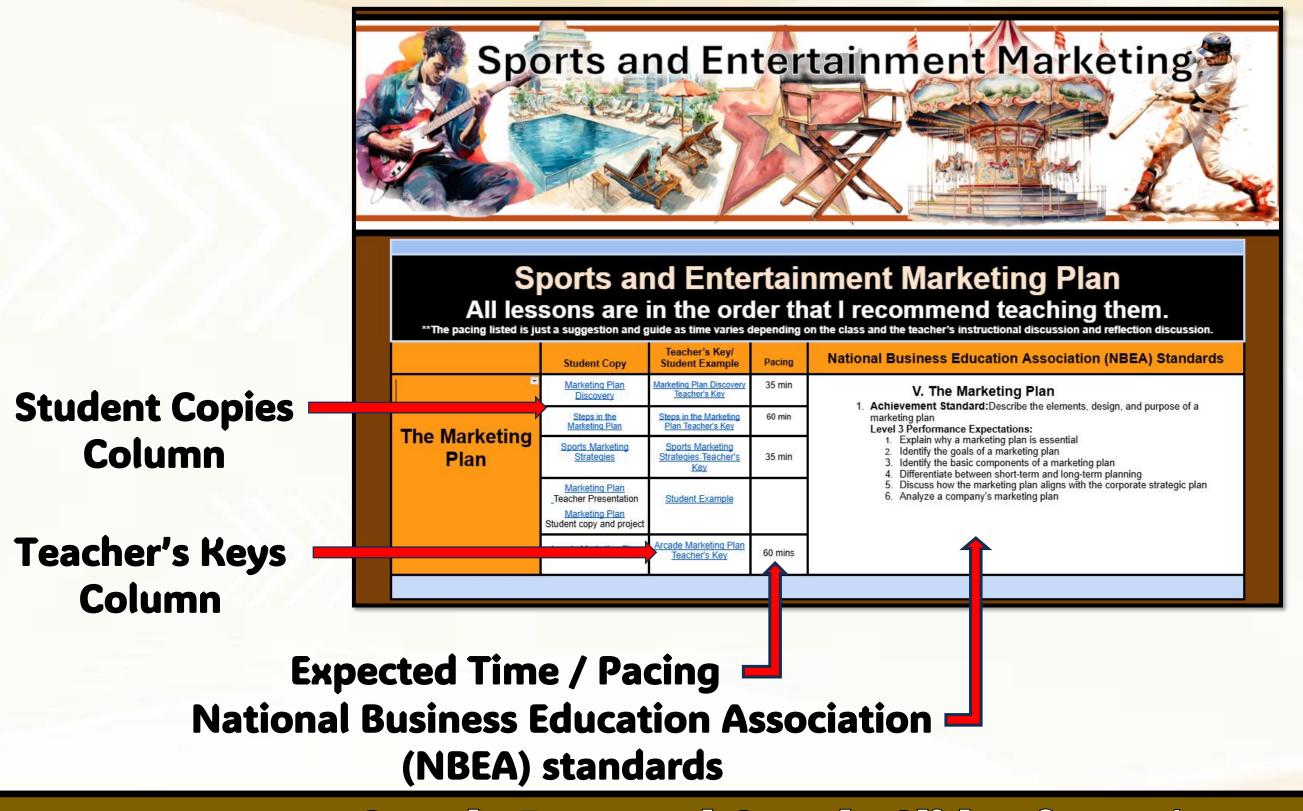
Marketing Plan Components

Arcade Marketing Plan activity

Real-World
Entrepreneur Lessons
and Activity



Includes a LESSON LIBRARY to keep you organized



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

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BUSINESS EDUCATION WITH Penise 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.