

STUDENT VERSION ONLY

Sports & Entertainment Marketing

FULL SEMESTER COURSE

**A FULL Semester
Course aligned
with the National
Business
Education
Association's
(NBEA) Standards**

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

Are you a Pennsylvania Nonpublic or Private School?

If purchasing through the PA NPIS System, please **order this version** as it only includes the **Student Version**. Teacher's Keys will be provided upon request at no additional charge.

Now Approved in the NPIS System!

Eligible Vendor for
Pennsylvania Nonpublic
& Private Schools



Denise Leigh's
Business Education Curriculum
can be purchased using
Act 195/90/35 Money!



BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS 'SEM SEMESTER COURSE' SO GREAT?

- ✓ Designed by an educator with **30 years** experience.
- ✓ **NO PREP** lessons, activities, & projects that are **ENGAGING & FUN**.
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.



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**



Teacher Testimonials



I have purchased MANY of Denise's bundles over the years, and this is by far one of my favorites. **The resources are gorgeous, seriously, Denise, you outdid yourself with this one!** So many **relevant and engaging lessons** that will make your students excited to come to class.



I wish I had access to this resource before I started this course last semester. **The curriculum (lesson) library is a game-changer**, and I am now working on creating a curriculum library with my materials for other classes. I have suggested this material and others by Denise to multiple colleagues.



Love the page (the lesson library) provided with the pathway to travel through the resources.



I love the structure and pacing. In the past I have been all over the place and this keeps my class **more structured** and helps me keep kids **active and engaged** for the full class period.



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.

