



# SCHOOL DISTRICT OF MONROE

*Preparing for the Future, One Child at a Time*

## Sports & Entertainment Management

### Course Description:

The curriculum for this elective course is developed from the [Wisconsin Standards for Business and Information Technology](#). Students will be exposed to and practice introductory skills related to: understanding the sports world, understanding entertainment and tourism, sponsorship, endorsements, promotion, advertising, and publicity. Grades are determined by projects and daily work. The information in this course overview outlines what students should understand and be able to do by the end of the trimester.

### Mastery Standards:

Analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs. (BIT.MK1.a)

Implement appropriate strategies to communicate information about products and services to achieve a desired outcome. (BIT.MK1.d)

Analyze the characteristics, motivations and behaviors of consumers. (BIT.MK1.e)

Unit	Description of Unit and Learning Targets
<p><b>Unit Title: What is Sports &amp; Entertainment Marketing?</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>How are the 4 Ps of the marketing mix applied to the sports and entertainment industry?</li> <li>How do sports and entertainment marketers use marketing strategies to entice consumer purchases?</li> </ul>	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Be able to define sport management and discuss the nature and scope of opportunities in the sports industry.</li> <li>Be able to define entertainment management and all sectors involved in the entertainment industry.</li> <li>Identify what are the products in sports management.</li> <li>Identify what are the products in entertainment management.</li> <li>Identify major ways to promote products in the sports and entertainment industries.</li> </ul>
<p><b>Unit Title: College and Amateur Sports Management</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>Besides the tickets, what do sports and entertainment marketers want to sell?</li> <li>What are the effects of collegiate sports?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Explain the importance of the NCAA and team rankings to college sports.</li> <li>Explain the benefits of college sports in the home community.</li> <li>Identify the difference in revenue of different college sports.</li> <li>Explain why college conferences realign so frequently.</li> </ul>
<p><b>Unit Title: Professional Sports Management</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>What is the economic impact of hosting a professional sports team or entertainment venue in a particular geographical location?</li> <li>Why are athletes and celebrities used to influence brand loyalty in the industry?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Be able to explain the relevance of ethical, legal, and sociological concepts to the management of sport.</li> <li>Identify the economic impact of a sporting or entertainment venue within a geographical location.</li> <li>Describe the importance of using ethical athletes/celebrities for endorsements.</li> </ul>

<ul style="list-style-type: none"> <li>• How and why are product endorsements utilized in the fields of sports and entertainment?</li> </ul>	
<p><b>Unit Title: Entertainment Management</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• What role does entertainment play in entertainment management and marketing?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Compare and contrast how music, movies, and entertainment have evolved over time.</li> <li>• Describe how technology has influenced the industry.</li> </ul>
<p><b>Unit Title: Careers in Sports and Entertainment</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• What career opportunities are available in the sports and entertainment marketing industry?</li> <li>• What would be the educational plan for pursuing a career in the industry?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Explore opportunities to further the advancement in the sports and entertainment industry.</li> <li>• Discover suggested college majors to assist in a career in sports and/or entertainment.</li> </ul>