Big Ideas/Key Concepts: Students will create/design a professional sports team’s Marketing Plan which will include: Branding, Facility Design, Merchandising, Promotion, and Pricing.

<table>
<thead>
<tr>
<th>Standards</th>
<th>Student Friendly “I Can” Statements</th>
<th>Resources</th>
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</thead>
<tbody>
<tr>
<td>Standard 2: The student will recognize the value of product research and development in sports and entertainment.</td>
<td>I can evaluate the need(s) for a sports and entertainment product or service based on economic trends (local, state, etc.). I can analyze demographic and geographic information within a population. I can compare target markets in various sports and entertainment fields.</td>
<td>Sports and Entertainment Marketing- South-Western, Cengage Learning - Chapter 1- What is Sports &amp; Entertainment Marketing?</td>
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<tr>
<td>Standard 3: The student will evaluate the considerations involved in facility design.</td>
<td>I can investigate legal issues in designing a facility. I can explore the advantages and disadvantages of the types of financing available for a facility (bonds, private investment, etc.). I can examine the benefits of creating an operational plan for a sports and entertainment facility. I can research a contract with an outside vendor for a sports and entertainment event.</td>
<td>Sports and Entertainment Marketing- South-Western, Cengage Learning - Chapter 9-The Economics of Supply and Demand</td>
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<tr>
<td>Standard 4: The student will interpret the importance of all aspects of product planning in sports and entertainment.</td>
<td>I can develop a list of local agencies that would be needed for a sports and entertainment event in your area.</td>
<td>Sports and Entertainment Marketing- South-Western, Cengage Learning - Chapter 6- The Game Plan</td>
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| Standard 5: | I can determine the licensing utilized based on the sports and entertainment product offered.  
I can differentiate between external and internal merchandising strategies.  
I can evaluate product lines offered in relation to the sports and entertainment organization/field.  
I can determine appropriate media based on the sports and entertainment organization.  
I can compare and contrast advertising to other forms of promotion.  
I can examine the role of the Internet, revolving billboards, etc., in sports and entertainment.  
I can compare and contrast media sources for public relations and advertising.  
I can compare/evaluate advance publicity in sports and entertainment.  
I can assess the importance of sponsorship in concessions, event planning, advertising, facility design, etc.  
I can compare local, regional, national, and international sponsorships.  
| LAPs from MBA Research  
- “Sign Here Licensing for Profit”  
| Sports and Entertainment Marketing- South-Western, Cengage Learning  
- Chapter 10- Sports and Entertainment Promotion  
| LAPs from MBA Research  
- “Know your Options- Types of Advertising”  
- “Ad-qupping Your Business-Types of Advertising Media”  
- “Razzle Dazzle- Nature of Promotion”  
- “Play to the Fans- Public Relations”  
- “Scoring Customers Through Sponsorships”  
| Standard 6: | The student will evaluate public relations as an element of the promotional mix.  
<p>| Standard 9.0: | The student will evaluate ticket marketing strategies. |</p>
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<th>Standard 11.0: The student will demonstrate the importance of academic integration in the area of sports and entertainment marketing</th>
<th>I can explain reasons for considering/avoiding sponsorship agreements. I can generate original ideas based on prior knowledge and research related to sports and entertainment. I can plan appropriate methods of internal and external communication. I can assess the value of art and design principles as applied in sports and entertainment. I can formulate pricing strategies including unit cost, markings, ROI, etc. I can assess the importance of environmental considerations in decision making. I can measure the impact of societal factors on sports and entertainment organizations. I can compare demographic, psychographic, and geographic factors. I can utilize proper grammar and writing skills. I can utilize effective communication skills. I can interpret real data. I can evaluate social responsibility in sports and entertainment.</th>
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<tr>
<td>LAPs from MBA Research</td>
<td>“More than a Ticket”</td>
</tr>
<tr>
<td>Sports Marketing Plan- by Donna Smith</td>
<td><a href="mailto:donnas1@wcs.edu">donnas1@wcs.edu</a></td>
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</table>
and entertainment marketing.

I can explore psychological and sociological patterns of individuals.

I can analyze characteristics of a population.