**Fischer/Cortese 2022 Pacing Guide**

**Course: Sports & Entertainment Management 2022 Grade:10-12**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Months/Days** | **UNITS** | **STANDARDS** | **CONTENT**  **Topics being covered? What do students need to know? (*nouns*)** | **ACTIVITIES**  **w/Integration of Technology & Career Ready Practices** | **ASSESSMENTS**  **What evidence (formative/summative) is utilized to establish that the content, standards, & skills have been mastered?** |
| **Sept-Nov.**  **35 days** | **Management Foundations & Principles** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Explore school policies and procedures, grading, syllabus, and classroom expectations.  • Understand DECA professionalism expectations.  • Discover opportunities with DECA campaigns, events, and competitions  • Investigate the history of management in business.  • Identify classic models of management.  • Discover new theories and trends in management.  • Examine management's basic principles.  • Discover the components of a good mission statement.  • Determine how a mission statement reflects the values of a company.  • Compare management styles.  • Explore the history of sports in American society.  • Analyze the impact of sports on the global marketplace.  • Assess the parameters of working within a budget.  • Create a timeline of sports history.  • Determine how limited funding impacts decision making in sports management. (Focus: college/minor leagues)  • Determine the sociological context of sports.  • Discover career opportunities in sports and entertainment management  • Examine sources of income (ticket sales, merchandise/auxiliary sales, fundraising, sponsorship)  • Explore the components of payroll, salary cap, luxury tax  • Explore the history of sports in American society  • Investigate expenses (payroll, marketing, advertising, facilities)  • Investigate the history of managing sports organizations.  • Spotlight a diverse success story in sports or entertainment | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities  **Mini project**: Select one of the key events in sports history from the list in class.  Do in-depth research on the event and prepare a written report on all the details you can locate.  In addition--be prepared to present the information in class!information should include: details of the event, effect on sports business, significance in sports business history, etc.  **Sports Spotlight:**  (used in each unit throughout the year)  Showcase a diverse person in the accounting and finance side of sports  Complete a reflective response page and prepare to present info to the class. .  Under***SMTJAS -“Sports Blogs To Follow”***  Choose an article or a podcast (Sports Geek) from one of the listed Sports Blog.   Benchmark Assessments | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |
| **Nov – Dec**  **30 days** | **Unit 2 – High School & Intercollegiate Activities** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Explore procedures for managing and leading in sports organizations  • Classify the governing bodies of interscholastic and intercollegiate sports  • Examine High School and Interscholastic organizations  • Identify procedures and practices of the NJCAA, NAIA, and NCAA  • Investigate the college recruitment process  • Understand the purpose & goals of athletic divisions.  • Distinguish between divisions (I,II,III)  • Construct an organizational structure for collegiate sports divisions  • Determine how a mission statement reflects the values of a company.  • Explore external factors impacting the NCAA  • Consider & discuss the application of Title IX to the NCAA  • Critique the impact of legalized gambling on sports  • Discover the economic impact of sports on a local community  • Investigate the benefits of sports in academic performance  • Discover career opportunities in intercollegiate sports  • Spotlight a diverse success story in sports or entertainment | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |
| **Dec-Feb**  **40 days** | **Unit 3 – Professional Sports** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Differentiate between professional and amateur athletics  • Explore Olympic and Paralympic Sports  • Examine the importance of setting organizational goals  • Establish short term goals  • Project long term goals for growth and expansion of a sports organization  • Identify effective uses of media in community relations  • Determine risk and rewards  • Explore the planning and projecting of budgets?  • Examine salary caps  • Investigate the governing bodies of professional sports  • Understand the structure of league offices: roles & responsibilities  • Investigate labor negotiations & collective bargaining.  • Research strategies of marketing in professional storts  • Create/Design a promotional plan to introduce to a target market.  • Discover career opportunities in professional sports  • Spotlight a diverse success story in sports or entertainment | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |
| **Feb-March** | **Unit 4 - Facilities Planning, Accounting, and Finance** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Assess the broad scope of facility planning  • Explore time management practices  • Understand the impact of timely maintenance and event scheduling  • Explore ergonomics  • Examine the legal issues in facility management  • Determine the importance of fan satisfaction with the event experience.  • Incorporate special needs protocol into facility planning  • Discover event management criteria  • Assess team & personnel management  • Investigate how to incorporate partnerships with outside organizations  • Analyze the financing & design of new construction of event facilities  • Create a proposal for a facility design  • Understand emergency plans and crisis management  • Discover career opportunities in professional sports  • Spotlight a diverse success story in sports or entertainment | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |
| **March- April** | **Unit 5 – Sports Agents, Law, and Ethics** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Discover legal issues affecting sports. .  • Assess the value and criteria for labor contracts  • Investigate professional sports as monopolies  • Interpret federal and legal legislation as it applies to athletes and entertainers. .  • Describe the role of a sports agent  • Determine the legal and ethical responsibilities of a sports agents.  • Discover when its appropriate for a team negotiator .  • Explore the planning and projecting of budgets?.  • Explore the rise and ramifications of legal gambling in sports  • Investigate legal and ethical issues with gambling in professional sports .  • Determine when sponsorship is a conflict of interest..  • Examine Athletes as role models.  • Determine standards and expectations of athlete role models in society .  • Investigate athlete role models in the global arena  • Discover career opportunities as sports representatives  • Spotlight a diverse success story in sports or entertainment  . | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |
| **May-June** | **Unit 6 – Emerging Issues in Sports** | 12.9.3.MK.9  Communicate information about products, services, images and/or ideas to achieve a desired outcome.  9.3.12.BM.6  Implement, monitor and evaluate business processes to ensure efficiency and quality results.  9.3.21.BM-MGT.1  Describe and follow laws and regulations affecting business operations and transactions.  9.3.12.BM.4  Identify, demonstrate and implement solutions in managing effective business customer relationships.  9.3.12.BM-MGT.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-ADM.3  Plan, monitor and manage day‐to‐day business activities.  9.3.12.BM-MGT.3  Apply economic concepts fundamental to global business operations.  12.9.3.MK.6  Select, monitor and manage sales and distribution channels.  12.9.3.MK.2  Implement marketing research to obtain and evaluate information for the creation of a marketing plan.  9.3.12.BM.1  Utilize mathematical concepts, skills and problem solving to obtain necessary information for decision‐making in business.  9.3.12.BM.5  Implement systems, strategies and techniques used to manage information in a business.  9.3.12.BM.2  Describe laws, rules and regulations as they apply to effective business operations.  12.9.3.MK.3  Plan, monitor, manage and maintain the use of financial resources for marketing activities.  12.9.3.MK.1  Describe the impact of economics, economics systems and entrepreneurship on marketing.  9.3.12.BM-ADM.2  Access, evaluate and disseminate information for business decision making.  9.3.12.BM-BIM.1  Describe and follow laws and regulations affecting business operations and transactions.  12.9.3.MK.4  Plan, monitor and manage the day‐to‐day activities required for continued marketing business operations.  12.9.3.MK.10  Use marketing strategies and processes to determine and meet client needs and wants.  12.9.3.MK.7  Determine and adjust prices to maximize return while maintaining customer perception of value.  12.9.3.MK.5  Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. | • Investigate women and minority athlete role models in the global aren• Explore the various and diversified use of technology in sport  • Discover new software advances to enhance the fan experience  • Understand the position of social media in the sports industry  • Investigate athletes and their use of social media  • Examine the rising popularity of extreme sports  • Analyze extreme sports and their contribution to society  • Determine the position of extreme sports in the global marketplace  • Critique the marketing of extreme sports  • Investigate liability issues in extreme sports  • Create an e-sports marketing campaign  • Explore the world of E-Sports  • Examine the role of e-sports athletes  • Determine standards and expectations of minority athlete role models, in society  • Discover career opportunities as extreme sport athletes  • Spotlight a diverse success story in sports or entertainment | Article Read & Respond  Case Studies Analysis  Individual and group projects  Internet Research  Large Group Discussion  Online Activities  Partner Project/Activities  Public Speaking/Student Presentations  Reading Activity/Text/Workbook  Teacher Lecture/Notes  Teacher Provided Activities | Marking Period Assessment  Alternate Assessment  Benchmark  Oral Presentation Rubric  Performance Task  Evaluation Rubric  Written Evaluation  Rubric  • Warm-Up  • Anticipatory Set  • Closure  • Brainstorm  • Exit Ticket  • Learning Log  • Pair/Share  • Peer Evaluation  • The Gray Zone |