

Year 3- Track S

IA-Instructional Area

EQ-Essential Question

Track "S": FOM, Sp Mgmt, Sp Mkg

2023-24	Sport Marketing (Y3)
----------------	-----------------------------

Week 1 - w/e: 9/1 insrv-8/30 & 8/31 off-9/2	Resource for LAPs: https://www.mbaresearch.org/list-of-available-learning-modules/#BusinessLaw
Week 2 - w/e: 9/8 off-9/4 DECA Mum Fundraiser	<u>Unit #1-The Sports/Event Marketing Environment</u> Program Orientation, Grading Policy, Syllabus, DECA Orientation, Classroom Expectations DECA professional expectations, campaigns, events, fundraising
Week 3 - w/e: 9/15 DECA Mum Fundraiser NJCSP	<u>Unit #1-The Sports/Event Marketing Environment</u> REVIEW - Basic Principles of Marketing: Product, Price, Place, Promotion, People, Process, and Physical Evidence. EQ-What do sport agents do? IA-PM:143 Explain the role of agents in sports
Week 4 w/e: 9/22 DECA Mum Fundraiser NJCSP/F'Ville Day	<u>Unit #1-The Sports/Event Marketing Environment</u> EQ-What regulations and agreements impact sport and event products? IA-BL:058 Describe legal issues affecting the marketing of sport/event products (SP) LAP-BL-058 (pp. 4-4—4-6) IA - EC:144 Describe the impact of unions on sports (SP) (pp. 4-7—4-9) IA-PD:279 Describe the role of governing bodies in the sport industry (SP) (pp. 4-10—4-11)
Week 5 w/e: 9/29	<u>Unit #1-The Sports/Event Marketing Environment</u> EQ-What are the current sport and event trends? IA - NF:065 Identify sport/event trends (SP) (pp. 4-12—4-13)
Week 6 - w/e: 10/6 insrv ½-10/6 DECA Road Clean up	<u>Unit #2-Enhancing Customer Relationships</u> EQ-What is customer relationship management? IA - CR-Explore the nature of customer relationship management. (LAP-CR-016, Know When to Hold 'Em revised, ©21)
Week 7 - w/e: 10/13 off-10/19	<u>Unit #2-Enhancing Customer Relationships</u> EQ-What are some techniques for building and enhancing relationships with customers? IA - PR:136 Select strategies for maintaining/building fan support (SP) LAP-PR-136 (pp. 4-14—4-16)
Week 8 - w/e: 10/20	<u>Unit #2-Enhancing Customer Relationships</u> IA - SE:316 Establish relationships with sport/event clients/customer/fans (SP) (pp. 4-17—4-18)
Week 9 - w/e: 10/27 Trunk or Treat	<u>Unit #2-Enhancing Customer Relationships</u> IA - PR:195 Coordinate community outreach projects (SP) (pp. 4-19—4-20)
Week 10 - w/e: 11/3 DECA Month	<u>Unit #2-Enhancing Customer Relationships</u> IA - (Con't) Participate in community outreach projects (SP) (pp. 4-19—4-20)

Year 3- Track S

IA-Instructional Area

EQ-Essential Question

Track "S": FOM, Sp Mgmt, Sp Mkg

2023-24	Sport Marketing (Y3)
Week 11 - w/e: 11/10 insrv ½-11/9 off-11/10-11	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-How can you use ambush and viral strategies to attract interest in your product?</i></p> <p>IA - PR:198 Identify ambush strategies to use at other events (e.g., flyers, bill posting, etc.) (SP) (pp. 4-21—4-22)</p> <p>IA - PR:199 Develop viral sport/event marketing strategies (SP) (pp. 4-23—4-24)</p>
Week 12 - w/e: 11/17	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-What factors do you need to consider when using special events as sales promotions?</i></p> <p>IA - PR:213 Explain considerations in using special events as a sales-promotion strategy (SP) (pp. 4-25—4-26)</p> <p>IA - (PROJECT?) PR:214 Plan special events for sports/events (SP) (pp. 4-27—4-28)</p>
Week 13 - w/e: 11/22 ½-11/23, off-11/24-25	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p>IA (con't)- PR:214 Plan special events for sports/events (SP) (pp. 4-27—4-28)</p>
Week 14 - w/e: 12/1	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-How can endorsements and licensing help to increase profit?</i></p> <p>IA - PM:151 Obtain endorsements for sports/events (MN) (pp. 4-29—4-30)</p> <p>IA - PM:153 Develop a licensing program (MN) LAP-PM-153 (pp. 4-31—4-33)</p>
Week 15 - w/e: 12/8	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p>IA - PM:153 Develop a licensing program (MN) LAP-PM-153 (pp. 4-31—4-33)</p>
Week 16 - w/e: 12/15	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-What are your goals in obtaining sponsorships?</i></p> <p>IA - PR:155 Set sponsorship objectives (MN) (pp. 4-34—4-37)</p> <p>IA - SE:324 Prospect for corporate sponsors (SP) (4-38—4-39)</p> <p>IA - SE:325 Develop proof-of-performance packages for sponsors (SP) (pp. 4-40—4-41)</p>
Week 17 - w/e: 12/22 ½-12/22	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-What features and benefits should you emphasize when selling sponsorships?</i></p> <p>IA - SE:319 Sell venue (SP) (pp. 4-42—4-44)</p> <p>IA - SE:321 Sell sport/event sponsorships (SP) LAP-SE-321 (pp. 4-45—4-46)</p>
Week 18 - w/e: 1/5	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-What will the terms of the sponsorship be?</i></p> <p>IA - PR:211 Write/Prepare sponsorship proposal (MN) (pp. 4-47—4-51)</p> <p>IA - SE:322 Negotiate sport/event sponsorship contract (SP) (pp. 4-52—4-53)</p> <p>IA - PR:212 Prepare sponsorship agreement (MN) (pp. 4-54—4-55)</p>
Week 19 - w/e: 1/11 full insrv-1/12	<p style="text-align: center;"><u>Unit # 3 - Sales Promotions & Sponsorships</u></p> <p><i>EQ-What can you do to strengthen sponsorships over time?</i></p> <p>IA - SE:348 Solicit grant/foundation money (SP) (pp. 4-56—4-57)</p> <p>IA -SE:323 Follow up with potential corporate sponsors (SP) (pp. 4-58—4-59) </p> <p>A -SE:326 Service sponsors (SP) (pp. 4-60—4-61)</p>

Year 3- Track S

IA-Instructional Area

EQ-Essential Question

Track "S": FOM, Sp Mgmt, Sp Mkg

2023-24	Sport Marketing (Y3)
Week 20 - w/e: 1/19 off-1/15	<u>Unit # 4- Managing Promotions</u> EQ-What are the 4 C's of sport/event marketing? IA - other resources - Develop an understanding of the 4C's of sport/event marketing
Week 21 - w/e: 1/26	<u>Unit # 4 - Managing Promotions</u> Super Bowl PROJECT? EQ-What factors do you need to consider when managing promotional activities? IA - PR:209 Develop promotional calendar (SP) (4-62—4-63) IA - PR:076 Coordinate activities in the promotional mix (SP) (pp. 4-64—4-65)
Week 22 - w/e: 2/2	<u>Unit # 4 - Managing Promotions</u> Super Bowl PROJECT? IA - PR:210 Assess need to use promoters (MN) (pp. 4-66—4-67)
Week 23 - w/e: 2/9 Super Bowl 2/11/24	<u>Unit # 4 - Managing Promotions</u> Super Bowl PROJECT? IA - PR:098 Prepare promotional budget (MN) (pp. 4-68—4-69)
Week 24 - w/e: 2/16 off-2/16	<u>Unit # 5 - Sport/Event Distribution</u> EQ-How are sport and event products distributed? IA - OP:343 Explain distribution systems for the sport/event industries (SP) (pp. 4-70—4-71)
Week 25 - w/e: 2/24 off-2/19	<u>Unit # 5 - Sport/Event Distribution</u> IA (con't) - OP:343 Explain distribution systems for the sport/event industries (SP) (pp. 4-70—4-71)
Week 26 - w/e: 3/1	<u>Unit #6 - Ticketing & Pricing</u> EQ-What do you need to do prior to selling event tickets? IA - SE:314 Explain ticketing and seating arrangements (SP) (pp. 4-72—4-73) IA - PM:166 Develop ticket-sales program (MN) (pp. 4-74—4-75)
Week 27 - w/e: 3/8	<u>Unit #6 - Ticketing & Pricing</u> IA - PM:148 Bundle/Package extra amenities with tickets (MN) (pp. 4-76—4-77)) IA - PM:149 Develop pre-season booking strategy (MN) (pp. 4-78—4-79)
Week 28 - 3/15	<u>Unit #6 - Ticketing & Pricing</u> EQ-What techniques should you use to sell tickets for your event? IA - SE:317 Sell tickets (ticket plans, new season, etc.) (SP) (pp. 4-80—4-81) IA - SE:320 Cultivate group sales (SP) (pp. 4-82—4-83)

Year 3- Track S

IA-Instructional Area

EQ-Essential Question

Track "S": FOM, Sp Mgmt, Sp Mkg

2023-24	Sport Marketing (Y3)
Week 29 - w/e: 3/22 full insrv-3/22	<p style="text-align: right;"><u>Unit #6 - Ticketing & Pricing</u></p> <p>TICKET SALES/ PROJECT? EQ-How much should you charge for the event? IA - PI:049 Establish price objectives for sport/event products (MN) (pp. 4-114—4-115) IA - PI:006 Calculate break-even point (MN) LAP-PI-006 (pp. 4-116—4-117)</p>
Week 30 - w/e: 3/29 off-3/29-4/7	<p style="text-align: right;"><u>Unit #6 - Ticketing & Pricing</u></p> <p>TICKET SALES/ PROJECT? IA - PI:046 Select pricing strategies (MN) (pp. 4-118—4-119) IA - PI:079 Set event prices (MN) (pp. 4-120—4-122)</p>
Week 31 - w/e: 4/12 off-3/29-4/7	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-Who is your target market? IA - MP:043 Identify event market segments (SP) (pp. 4-123—4-124) IA - MP:005 Select target market (MN) (pp. 4-125—4-127)</p>
Week 32 - w/e: 4/19	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-What do you know about your company, your market, and your competition? IA - MP:009 Conduct market analysis (market size, area, potential, etc.) (MN) (pp. 4-128—4-131) IA - MP:010 Conduct SWOT analysis for use in the marketing planning process (MN) LAP-MP-010 (pp. 4-132—4-133) IA - MP:012 Conduct competitive analysis (MN) (pp. 4-137—4-136)</p>
Week 33 - w/e: 4/26 ICDC-4/26-5/1	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>EQ- What are your marketing strategies and tactics? IA - MP:014 Forecast sales for marketing plan (MN) (pp. 4-136—4-145) IA - MP:018 Develop marketing plan (MN) (pp. 4-146—4-148)</p>
Week 34 - w/e: 5/3	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-What goods and services will you need for your event, and what goods and services will you offer? IA - PM:086 Determine merchandising opportunities for a sport/event (SP) (pp. 4-84—4-87) IA -PM:147 Determine goods and services required for an event (SP) (pp. 4-88—4-89)</p>
Week 35 - w/e: 5/10	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>IA - PM:150 Select hospitality options (MN) (pp. 4-90—4-91) IA -SE:327 Establish barter agreements (vendors, media, etc.) (MN) (pp. 4-92—4-93)</p>
Week 36 - w/e: 5/17	<p style="text-align: right;"><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-What risks are involved in holding your event? IA - FI:793 Explain the need for event insurance (SP) (pp. 4-94—4-95) IA - SM:076 Conduct a risk assessment of an event (SP) (pp. 4-96—4-100)</p>

Year 3- Track S

IA-Instructional Area

EQ-Essential Question

Track "S": FOM, Sp Mgmt, Sp Mkg

2023-24	Sport Marketing (Y3)
Week 37 - w/e: 5/24 full insrv-5/24	<p><u>Unit #7 - Market & Event Planning</u></p> <p>IA - PJ:080 Conduct site inspections (SP) (pp. 4-101—4-105)</p> <p>IA - RM:099 Develop event contingency plan (e.g., personnel, weather, power outage, damage control) (MN) (pp. 4-106—4-107)</p>
Week 38 - w/e: 5/31 off-5/27	<p><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-Are you ready to hold the event?</p> <p>IA - SE:318 Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.) (SP) (pp. 4-108—4-109)</p> <p>IA - PM:146 Assess “product” readiness for sport/event (MN) (pp. 4-110—4-111)</p>
Week 39 - w/e: 6/7	<p><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-What financial impact will your sport or event have on the community?</p> <p>IA - NF:187 Measure economic impact of sport/event (MN) (pp. 4-112—4-113)</p>
Week 40 - w/e: 6/14 ½ -6/13, ½-6/14 graduation 6/14	<p><u>Unit #7 - Market & Event Planning</u></p> <p>EQ-What careers are trending in sports marketing?</p> <p>IA - Careers in Sports Marketing</p> <ul style="list-style-type: none"> ● Career Trends: the current workplace landscape