

2018 Unit 3 Careers in Sports

Content Area: **English**
Course(s): **Modern Sports and Society**
Time Period: **January**
Length: **2-3 weeks**
Status: **Published**

Enduring Understandings:

- You don't have to be a professional athlete to have a career in sports
- Not every person in athletics makes millions of dollars
- Most athletic jobs are not 9-5 jobs.

Essential Questions:

- How can I find out what it takes to get into a certain athletic career?
- What are the important educational requirements for a career in athletics?
- What are the time requirements for a career in sports?
- What can I do to help myself get started on a career in sports?

Lesson Titles:

So you want a career in sports?

Learning about a career as an athletic administrator.

Learning about a career as an athletic marketing executive.

Learning about a career as an athletic trainer.

Learning about a career as a coach.

Learning about a career as an athletic media relations manager.

21st Century Skills and Career Ready Practices:

- Global perspectives
- Business, financial, entrepreneurship
- Civic literacy
- Critical thinking & Creativity

- Information and media literacy
- Communication and collaboration
- Life and career skills

PFL.9.1.12.A.3	Analyze the relationship between various careers and personal earning goals.
PFL.9.1.12.A.4	Identify a career goal and develop a plan and timetable for achieving it, including educational/training requirements, costs, and possible debt.
PFL.9.1.12.A.6	Summarize the financial risks and benefits of entrepreneurship as a career choice.
PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.
CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.2	Modify Personalized Student Learning Plans to support declared career goals.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.

Inter-Disciplinary Connections:

Personal Finance

Sociology

PFL.9.1.12.E.2	Analyze and apply multiple sources of financial information when prioritizing financial decisions.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
SOC.9-12.2.2.2	Cultural relativity
SOC.9-12.4.1.1	Privilege
SOC.9-12.4.1.2	Power
SOC.9-12.4.1.3	Racial and ethnic inequality
SOC.9-12.4.1.4	Class inequality
SOC.9-12.4.1.5	Gender inequality

Instructional Strategies, Learning Activities, and Levels of Blooms/DOK:

- Independent Reading: students will view sections of 30 for 30's by themselves UNDERSTANDING- Level 1
- Direct Instruction: Discovery/Inquiry Based/Group Work: Lecture/ background research on life as professional in the athletic field - REMEMBERING Level 2
- Group and independent research: Students will investigate the qualities of the athletes of the 90's and compare/contrast them to the CEO athletes of today such as LeBron James—ANALYZING- Level 3
- Teacher led discussion in large groups: Teacher will lead the discussion on quality of life for someone making certain amount of money - UNDERSTANDING Level 1
- Conferencing on writing: Teacher and students will conference one-on-one for final career project .- EVALUATING LEVEL 4
- Close reading: After close reading students will create individual google slide presentations on their

field ---CREATING LEVEL 4

- Delsea One
- SWAG

Modifications

Formative Assessment:

Warm-Up: Describe the picture, write down the facts, give your opinion,

Anticipatory Set: Quotes, prompts, media, scavenger hunt, writing prompt, story, analogy

Closure: Exit ticket, out-the-door activity, simile me activity

Summative Assessment:

Students will create a google slides presentation on a career in athletics.

Benchmark Assessments

Skills-based assessment

Reading responses

Writing responses

Alternative Assessments

Performance tasks

Project-based assignments

Problem-based assignments

Presentations

Reflective pieces

Concept maps
Case-based scenarios
Portfolios

Resources & Materials:

James H. DeLorenzo- President JHD Communications

Vince Nicastro- Associate Commissioner- The Big East Conference

Dean Kenefick- Associate Athletic Director- Villanova University

Maureen Quilter- Director of Marketing NBC Sports Philadelphia

Harry Perretta- Head Women's Basketball Coach- Villanova University

Dan Gilmore- Athletic Director- Rowan University

Kevin Briles- President- Athletic Trainers Society of New Jersey

Ed Sfida- Emmy Award winning production team member- NFL on Fox

Bill Dyer- Media Relations Director- Men's Basketball- Virginia Tech University

Craig Miller- Associate Executive Director- USA Basketball