Unit 5 Sports and Entertainment Marketing Plans - Careers

Content Area: **Business Education**
Course(s): **Sports and Entertainment Marketing**
Time Period: **January**
Length: **10 - 12 Blocks**
Status: **Published**

Enduring Understandings

A marketing plan provides a roadmap for all marketing decisions made by a business and is an important factor in that business's success or failure.

Understanding the elements of a marketing plan can help an entertainment company realize a business plan.

Essential Questions

Why should a business write a marketing plan?

What is a SWOT analysis?

Is it necessary to be an athlete to work in the sports industry?

What are some promotional methods used to communicate a brand?

What are some ways to find out about personalities and companies in the entertainment world?

What is an informational interview?

Content

Marketing plan

Executive summary

Situation analysis

Marketing strategy

Implementation

Sports venues

Sports agencies

Fiscal year

Business plan

Viability

Promotional plan

Slogan

Media mix

Internship

Networking

Skills

Explain the purpose and function of a marketing plan.

Identify each element found in a marketing plan.

Discuss the diversity of career and employment opportunities in sports marketing.

Identify different career and employment opportunities in sports marketing.

Explain an entertainment marketing plan.

Describe a business plan.

Explain a promotional plan.

Describe educational preparation for a career in marketing.

Identify careers areas in entertainment marketing.

Resources

Standards

CRP.K-12.CRP7.1	Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.
CRP.K-12.CRP8.1	Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem. They are aware of problems when they occur and take action quickly to address the problem; they thoughtfully investigate the root cause of the problem prior to introducing solutions. They carefully consider the options to solve the problem. Once a solution is agreed upon, they follow through to ensure the problem is solved, whether through their own actions or the actions of others.
PFL.9.1.12.D.8	Explain how government and independent financial services and products are used to achieve personal financial goals.
PFL.9.1.12.D.9	Relate savings and investment results to achievement of financial goals.
PFL.9.1.12.D.11	Assess the role of revenue-generating assets as mechanisms for accruing and managing wealth.