# Unit 1 The World of Sports and Entertainment Marketing

Content Area: **Business Education**
Course(s): **Sports and Entertainment Marketing**
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## Transfer

The marketing of sports and entertainment products, both goods and services, reaches around the world.

## Enduring Understandings

The marketing of sports and entertainment products, both goods and services, reaches around the world.

Entertainment is a main export of the United States.

With so many businesses competing for the consumer's attention, effective marketing plans and strategies must target specific consumers.

## Essential Questions

How would you define sports and entertainment marketing?

What is marketing and the marketing concept?

What is the marketing mix and what is its relationship to a target market?

What is the concept of economics?

What is the economic impact of sports and entertainment events on a community?

## Content

Marketing

Marketing concept

Market

Needs

Wants

Target market

Demographics

Marketing mix

Channel of distribution

Economics

GDP

Profit

Competition

Copyright

Consumers

Discretionary income

Vendors

Product

Promotion

Endorsement

Core Product

Revenue

Piracy

Royalty

Cross-promotion

Convergence

Risk

Risk management

## Learning Objectives

Define marketing.

Explain the marketing concept.

Define demographics.

Explain the marketing mix.

Explain economics and free enterprise.

Explain the different types of business ownership.

Discuss the history of sports and entertainment.

Discuss the impact of sports and entertainment history on today's markets.

Explain risks and risks management of sports and entertainment events.

Identify the difference between marketing sports and entertainment products.

## Standards

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|---|---|
| CRP.K-12.CRP1.1 | Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good. |
| CRP.K-12.CRP2.1 | Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation. |
| PFL.9.1.12.D.4 | Assess factors that influence financial planning. |
| PFL.9.1.12.E.5 | Evaluate business practices and their impact on individuals, families, and societies. |
| PFL.9.1.12.F.5 | Compare and contrast the role of philanthropy, volunteer service, and charities in community development and quality of life in a variety of cultures. |