Unit 1 Branding and Licensing

Content Area: **Mathematics**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Enduring Understanding

What is Sports & Entertainment? Sports, Acting, Gaming, Music

What are the origins of sports & entertainment?

How has technology impacted the sports and entertainment industry?

How does the entertainment industry use marketing?

How do companies such as Spotify help artists know who is listening t their music?

Transfer Goals

A personal or corporate brand goes a long way toward helping viewers understand what you stand for.

How we passively interact with brands throughout our lives gives you identity.

Resources

Online textbook from Sports & Entertainment Marketing

Case studies and current event links from Sports Career Consulting

Simulation - Knowledge Matters

Street & Smith's Sports Business Journal

Microsoft Office Suite

Forbes.com

Standards

PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.
PFL.9.1.12.C.7	Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
PFL.9.1.12.E.5	Evaluate business practices and their impact on individuals, families, and societies.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.6	Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

Essential Questions

- How do brand equity and brand extension affect the SEM industry?
- Why are athletes and celebrities used to influence brand loyalty in the industry?
- How does branding influence your buying decisions in the SEM industry?
- How and why are product endorsements utilized in the fields of sports and entertainment?
- How do sports properties and entertainment companies use social media to promote their brands?

Knowledge and Skills

- Research examples of brand equity.
- Develop a promotional strategy within the sports and entertainment industry.
- Understand the importance of brand loyalty.
- Explain product endorsements and how they affect SEM entities.
- Give examples of how SEM entities use social media for promotion and marketing.
- Research the product endorsements of famous athletes and entertainers and present the findings.
- Impact of brand extensions, movies (star wars) tv shows (spinoffs),