

# Unit 5 Sports and Entertainment Marketing: From Past to Present

Content Area: **Business**  
Course(s): **Sports & Ent M**  
Time Period: **Semester 1 & 2**  
Length: **2 weeks**  
Status: **Published**

## Standards

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PFL.9.1.12.A.3	Analyze the relationship between various careers and personal earning goals.
PFL.9.1.12.A.5	Analyze how the economic, social, and political conditions of a time period can affect the labor market.
PFL.9.1.12.A.8	Analyze different forms of currency and how currency is used to exchange goods and services.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.B.2	Apply previous content knowledge by creating and piloting a digital learning game or tutorial.

## Essential Understanding

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The sports and entertainment industry has changed dramatically over the last several decades.

The size and scope of the sports and entertainment industry continues to grow, with newer industries such as video games leading this growth.

Technology has shaped the entertainment industry.

## Essential Questions

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- How has technology influenced the sports and entertainment industry?
- What type of sporting and entertainment venues have emerged over recent years?
- What is the future of sports and entertainment industry?
- What are important milestones and who are important individuals in SEM history?
- How has technology changed the SEM industry?

## Knowledge and Skills

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- Identify SEM industry pioneers and their contributions to the industry.
- Research the latest trends in SEM venues.
- Discuss how social media has allowed sports and entertainment entities to improve their engagement with their fans.
- Identify technological advances that are being utilized in SEM venues.

## **Transfer Goals**

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Understand how changes in one form of entertainment has impact on all forms of culture.

Reconcile how advancements in technology can change the way an organization behaves.

## **Resources**

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Online textbook from Sports Career Consulting

Case studies and current event links from Sports Career Consulting

Simulation - Knowledge Matters

Street & Smith's Sports Business Journal

Microsoft Office Suite

Forbes.com