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

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.
PFL.9.1.12.A.13	Analyze the impact of the collective bargaining process on benefits, income, and fair labor practice.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
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

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.

Technology changes continue to change how sports are being played and watched.

Essential Questions

- 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

- Identify SEM industry pioneers and their contributions to the industry.
- Research the latest trends in SEM venues.
    - New Stadiums
    - Food & Drink
    - Seating
    - Special Features (roof, pool)
    - Other
- 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, such as dynamic pricing.
- Discuss potential changes or additions in the industry, (Soccer, Cricket)
- Global trends. (NFL playing season games overseas)
- International marketing, language and legal constraints.

Transfer Goals

Understand how changes in one form of entertainment has an impact on its culture.

Reconcile how advancements in technology can change the way an organization behaves.. Can these changes affect the way the public behaves?

The power of Social Media

Resources

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