Unit 4 Intellectual Rights of the Sports and Entertainment Industry

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

Standards

PFL.9.1.12.A.11	Explain the relationship between government programs and services and taxation.
SOC.9-12.1.3.2	Evaluate sources for validity and credibility and to detect propaganda, censorship, and bias.
CAEP.9.2.12.C.5	Research career opportunities in the United States and abroad that require knowledge of world languages and diverse cultures.
CAEP.9.2.12.C.7	Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace.
CAEP.9.2.12.C.8	Assess the impact of litigation and court decisions on employment laws and practices.

Enduring Understanding

The sports & entertainment industry is protective of its intellectual property.

Branding plays a role in where a corporation earns their money.

Consumers value and will pay for positive brand relationships.

Consumers want to be engaged with the product.

Essential Questions

- Why is legal protection essential in the sports & entertainment industry?
- Why are the letters “NFL” worth billions of dollars?
- How does an athlete or entertainer make money during their career as well as their post-career?
- Why are copyrights/trademarks necessary in the sports and entertainment industry?
    - March Madness
- What is Name, Image, Likeness or NIL?

Knowledge and Skills

Understand and explain why copyrights and trademarks are necessary in the SEM industry.

Brainstorm ways that the SEM industry generates revenue.

Create of list of the types of residuals that an athlete or entertainer can earn during his/her lifetime.

Research how college athletic programs utilize their intellectual property to generate revenue.

Transfer Goals

Realize the importance of Intellectual Property in the SEM industry.

Entertainment and sports are not solely about the joy they bring to fans. It is a multi billion dollar, multi facet business.

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

Forbes.com