

SPORTS ENTERTAINMENT MARKETING
PACING GUIDE

WEEK	ACTIVITY	COMPETENCY
1	Go over acceptable use policy and internet safety issues.	33
	Go over classroom rules.	33
	Identify purposes and goals of student organization.	30,31,32
	Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.	30,31,32
	Define marketing.	38,40,42
	Discuss the differences between needs and wants.	38,40,42
	Look at target markets.	41
	Define the marketing mix.	38,40,42
	Discuss product decisions, price decisions, place decisions, and promotion decisions.	39
	Section 1-1 Quiz	
	Discuss economic basics:	57,91
	Gross domestic product	57,91
	Profit	57,91
	Risk	57,91
	Competition	94
	Discuss copyrights, patents, and trademarks.	57,91
	Look at different types of business ownership.	58
	Discuss the economic impact of SER	34
	Quiz 1-2	
2	Discuss history of sports and entertainment.	35
	Look at the development of sports entertainment and marketing.	35
	chapter 1 Test.	
	Look at modern marketing.	35
	Look at similarities and differences in sports and entertainment marketing.	35
	2-1 Quiz.	
	Discuss endorsements.	88,89
	Look at core and ancillary products.	39,55,56,65,84
	Define the 4 P's of marketing.	39,55,56,65,84
	Look at risk and risk management.	39,55,56,65,84
	2-2 Quiz	
	Look at customer loyalty.	91
	Discuss sponsorships.	86,87,90
3	Discuss sports marketing	38
	Look at the history of sports marketing	38
	Chapter 2 test.	
	Discuss careers in sports marketing.	99
	3-1 quiz	
	Discuss categories of sports.	37
	Look at title IX	57
	3-2 Quiz	