

NYS Learning/Core Standards	Content (What needs to be taught?)	Curriculum Materials Used	(All) Assessments Used (Daily/Weekly/Benchmarks)	Time Line
<p><b>CDOS STANDARD 2</b></p> <p><b>INTEGRATED LEARNING</b></p>	<p><b>Marketing Concepts</b></p> <ul style="list-style-type: none"> <li>• Explain basic marketing concepts.</li> <li>• Define marketing mix.</li> <li>• Define 7 key marketing functions.</li> </ul> <p><b>Sports Marketing</b></p> <ul style="list-style-type: none"> <li>• Define sports marketing.</li> <li>• Understand target markets.</li> <li>• Identify sports marketing strategies.</li> </ul> <p><b>Entertainment Marketing</b></p> <ul style="list-style-type: none"> <li>• Understand target marketing in entertainment.</li> <li>• Relate advances in entertainment technology to changes in distribution.</li> <li>• Recognize the power of TV as a marketing tool</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing teacher website</li> <li>• PowerPoint notes</li> <li>• Newspaper articles</li> <li>• Handouts</li> </ul>	<ul style="list-style-type: none"> <li>• participation in class discussion.</li> <li>• flier with marketing elements demonstrated</li> <li>• participation in class discussion</li> <li>• create their own logos</li> <li>• participation in class discussion</li> <li>• analysis of TV advertisements</li> <li>• analysis of internet advertisement</li> </ul>	<p><b>September</b></p>
<p><b>CDOS STANDARD 2</b></p> <p><b>INTEGRATED LEARNING</b></p>	<p><b>Recreation Marketing</b></p> <ul style="list-style-type: none"> <li>• Apply the marketing mix to recreation marketing.</li> <li>• Describe the marketing for travel &amp; tourism.</li> </ul> <p><b>Marketing College Athletics</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of NCAA ranking of college sports.</li> <li>• Define market segmentation.</li> <li>• Discuss the growth of marketing &amp; women's sports.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing teacher website</li> <li>• PowerPoint notes</li> <li>• Newspaper articles</li> <li>• Handouts</li> </ul>	<ul style="list-style-type: none"> <li>• participation in class discussion</li> <li>• descriptions of recreational activities</li> <li>• participation in class discussion</li> <li>• internet exploration of teams &amp; rankings</li> <li>• Research the impact of NCAA probation.</li> </ul>	<p><b>September - October</b></p>

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<p><b>CDOS STANDARD 2</b></p> <p><b>INTEGRATED LEARNING</b></p>	<p><b>Economic Impact of College Athletics</b></p> <ul style="list-style-type: none"> <li>• Understand the benefits of college sports to the home community.</li> <li>• Identify the benefits of sponsorship &amp; licensing to a team.</li> <li>• Explain the reasons for realignment of college conferences.</li> </ul> <p><b>Amateur Sports</b></p> <ul style="list-style-type: none"> <li>• Discuss marketing &amp; sponsoring of amateur sports.</li> <li>• Understand the economic benefits of amateur sports.</li> </ul> <p><b>Big League Sports</b></p> <ul style="list-style-type: none"> <li>• Discuss the financial impact of professional sports.</li> <li>• Identify the perks associated with big league sports.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing teacher website</li> <li>• PowerPoint notes</li> <li>• Newspaper articles</li> <li>• Handouts</li> <li>• Research a local team &amp; determine costs &amp; benefits to the community.</li> </ul>	<ul style="list-style-type: none"> <li>• participation in class discussion</li> <li>• research of universities &amp; their corporate sponsors &amp; logo</li> <li>• brochure to promote your home town</li> <li>• Sports camp and charity foundation creation projects</li> <li>• Creating a product advertisement/commercial for use during SuperBowl</li> <li>• Create a voice commercial/podcast using Audacity</li> </ul>	<p>October</p> <p>October/November</p>
<p><b>CDOS STANDARD 2</b></p> <p><b>INTEGRATED LEARNING</b></p>	<p><b>Attracting a Professional Team</b></p> <ul style="list-style-type: none"> <li>• Describe the distribution process for a professional sports team.</li> <li>• Explain the process for financing a professional sports team.</li> </ul> <p><b>Agents, Manager, &amp; Ethics</b></p> <ul style="list-style-type: none"> <li>• Understand the role of a sports agent.</li> </ul>	<ul style="list-style-type: none"> <li>• Notes</li> <li>• Handouts</li> <li>• Movie – Jerry Maguire</li> <li>• Articles about sports agents</li> </ul>	<ul style="list-style-type: none"> <li>• celebrity endorsement presentation</li> <li>• analysis of paid endorsers</li> <li>• participation in class discussion</li> <li>• research advertisements &amp; images portrayed</li> </ul>	<p>November-December</p>

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<p><b>CDOS STANDARD 2</b></p> <p><b>INTEGRATED LEARNING</b></p>	<p><b>Endorsements</b></p> <ul style="list-style-type: none"> <li>• Define endorsements &amp; their restrictions.</li> <li>• Describe qualifications of endorsers.</li> </ul> <p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>• Discuss the importance of positive public relations for sports.</li> <li>• Explain how P.R. firms assist in creating favorable images.</li> <li>• Evaluate how athletes can affect public perceptions.</li> </ul> <p><b>Fans</b></p> <ul style="list-style-type: none"> <li>• List the advantages of fan clubs to both fans &amp; athletes</li> </ul> <p>Discuss the importance of marketing research before undertaking a licensing agreement.</p> <ul style="list-style-type: none"> <li>• Describe the successful sports licensees &amp; sponsors.</li> </ul> <p><b>Publishing &amp; Speaking Engagement</b></p> <ul style="list-style-type: none"> <li>• Explain how a sports figure can be successful in the lecture circuit.</li> <li>• Describe the steps in the creation of popular sports books.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing teacher website</li> <li>• PowerPoint notes</li> <li>• Newspaper articles</li> <li>• Handouts</li> <li>• Projects</li> <li>• Final Assessment Project</li> </ul>	<p>participation in class discussion</p> <ul style="list-style-type: none"> <li>• celebrity endorsement presentation</li> <li>• analysis of paid endorsers</li> </ul> <p>• participation in class discussion</p> <ul style="list-style-type: none"> <li>• research advertisements &amp; images portrayed</li> </ul> <p>• participation in class discussion</p> <ul style="list-style-type: none"> <li>• Design a trading card.</li> <li>• identification of licensees &amp; sponsors</li> </ul>	<p><b>December-January</b></p> <p><b>December-January</b></p>