

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Product & Service Management

Course Code: 52.1804

### COURSE INTRODUCTION:

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

### UNIT DESCRIPTION:

Students will understand strategies used for Product and Service Management.

**SUGGESTED UNIT TIMELINE: 2 WEEKS**

**CLASS PERIOD (min.): 50 MINUTES**

### ESSENTIAL QUESTIONS:

1. What determines whether a brand name is important?
2. What marketing strategies can be applied to each product lifecycle stage?
3. Why is it important to invest in an image?
4. How does merchandising support the advertising effort?
5. How do unethical practices impact the sports and entertainment industry?

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ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Define product mix			<b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.5</b> <b>RST.11-12.4</b> <b>RST.11-12.9</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>1</b>
2. Identify the component of the product lifecycle			<b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.5</b> <b>RST.11-12.4</b> <b>RST.11-12.9</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>1</b>
3. Identify the components of branding and licensing within the sports and entertainment industry.			<b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.5</b> <b>RST.11-12.4</b> <b>RST.11-12.9</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>1</b>

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4. Apply the concepts of merchandising as related to the sports and entertainment industry			<b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.5</b> <b>RST.11-12.4</b> <b>RST.11-12.9</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>3</b>
5. Discuss the ethical issues found in the sports and entertainment industry			<b>WHST.11-12.1</b> <b>WHST.11-12.6</b> <b>WHST.11-12.7</b> <b>SL.11-12.2</b> <b>SL.11-12.4</b> <b>SL.11-12.5</b> <b>RST.11-12.4</b> <b>RST.11-12.9</b> <b>L.11-12.1</b> <b>L.11-12.2</b> <b>L.11-12.6</b>	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>2</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )  <b>New Product Development project – included in project documents (summative)</b>  <b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>					
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based):</b> (Teacher Methods)				
1-4	<b>1. Cooperative Learning, student research</b>				
1-4	<b>2. Cooperative learning; role plays</b>				

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1-5	<b>3. Independent learning, student research</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1-4	<b>1. Students work together and conduct research to create a new movie and a plan for promoting it.</b>
1-4	<b>2. Team project on a product promotion mix.</b>
1-5	<b>3. Students conduct research for the “New Product Development Project.”</b>
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>Resources @ MCCE:</b></p> <p><b>MCE DVD ROM 17 - In Brands We Trust</b>            Films for the Humanities &amp; Sciences            PRINCETON, NJ, FILMS FOR THE HUMANITIES &amp; SCIENCES, 2004.            DVD ROM — In This program, Saatchi &amp; Saatchi Worldwide's Kevin Roberts, Chanel's Jacques Helleu, anti-corporate crusader Naomi Klein, and others address the concept of branding, its history, its impact on youth, key visionaries, and the convergence of brands and culture. The growing backlash against branding is also discussed. Coke, Nike, Chanel, Apple, and Benetton are spotlighted, and many other brands are touched on. 53 minutes</p> <p><b>MCE DVD ROM 18 - Branded: Personal Identity Through Consumer Products</b>            Films for the Humanities &amp; Sciences            PRINCETON, NJ, FILMS FOR THE HUMANITIES &amp; SCIENCES, 2004.            DVD ROM — This program updates the philosophy of branding, a practice that has evolved to define personal identity through a product line, a lifestyle, or simply a concept. Cultural anthropologist Ted Polhemus explains the theory of branding and its evolution in the global marketplace. Nicolas Hayek, CEO of Swatch, uses his company's success story to discuss the emotional nature of buying--and buying into--a brand. The indy skateboard entrepreneurs of Girl &amp; Chocolate describe their brand as representative of a lifestyle. And the advertising duo who created "do," a brand with a lot of attitude but no products, look at brands as a form of personal statement that replaces worn-out cultural identity tags such as political affiliation. 42 minutes</p> <p><b>MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle</b>            Learning Seed            CHICAGO, IL, LEARNING SEED, 2009.</p>	

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DVD ROM — Program presents the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit. 25 minutes.

### **MCE DVD ROM 20.1 - Buying into Brand Marketing: Shaping Your Perceptions**

Learning Seed

CHICAGO, IL, LEARNING SEED, 2012.

DVD ROM — Discover what a brand is and how marketing shapes its identity. Learn about brand strategy, positioning and messaging--and see them in action. Helpful tips show your students how to look beyond the brand to help make smart turns in the maze of consumer products. 26 minutes.

### **MCE DVD ROM 3 - Branding: Relationship Marketing**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — Customer acquisition is more expensive than customer retention. This is a significant motivator behind the rise of relationship marketing. In this program, we see a movement away from mass marketing toward marketing that treats customers as individuals. Case studies show American Express leveraging its database to offer bills tailored to specific members, and Singapore Airlines moving beyond simple loyalty rewards to building long-term relationships with its customers. 14 minutes

### **MCE DVD ROM 45 - The Online Music Revolution**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2006.

DVD ROM — This program examines the explosion of legal music downloading and viral marketing, which have enabled enterprising bands and singers to distribute their own work rather than signing with major labels. Focusing on the success of Nizlopi, Arctic Monkeys, Internet marketing pioneer Simply Red, and other artists, the program also features commentary from John Kennedy, chairman of the International Federation of the Phonographic Industry-who outlines the potential benefits that big corporations may one day reap from consumer downloading. 30 minutes.

### **MCE 13.1311 K17 - Sports and Entertainment Marketing**

Kaser and Oelkers

CINCINNATI, OH, SOUTH-WESTERN EDUCATIONAL PUBLISHING, 2001.

BOOK — Learn about the key functions of marketing and how they apply to sports and entertainment. Each function is incorporated and highlighted. Shows the connection between sports and entertainment industries and marketing.

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### **MCE 13.1311 M74 - Sport Marketing**

Bernard J Mullin, Stephen Hardy, William A Sutton

CHAMPAIN, IL, HUMAN KINETICS, 2000.

BOOK — A good overview of marketing concepts and how they are applied to the sport product. How to sell a segment of the sport industry, including recreational facilities and professional and amateur sporting events. A college textbook that would be a great classroom reference.

### **MCE DVD ROM 100 - Field Trip: Game Day!**

CEV

LUBBOCK, TX, CEV.

DVD ROM — This program explores sports marketing by going behind the scenes of a college football game. Students are introduced to marketing through real-world examples and situations. Students will compare the different approaches of sports marketing and consider the future of the business. 27 minutes.