

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Selling & Promotions

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 the concepts of Selling and Promotions within the sports and entertainment industries.

SUGGESTED UNIT TIMELINE: 2 WEEKS

CLASS PERIOD (min.): 50 MINUTES

ESSENTIAL QUESTIONS:

1. How can you apply the concept of selling to amateur or professional sports teams?
2. How does personal selling relate to the promotional mix of the sports and entertainment industry?

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| 3. Why are sponsorship and/or endorsement plans essential to 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. Develop customer service skills needed in the sports and entertainment industry. | | | HS-Modeling | Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. | 2 |
| 2. Explain the importance and types of selling. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and actions needed to determine client needs and wants and respond through planned, | 1 |

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| | | | | personalized communication that influences purchase decisions and enhances future business opportunities. | |
| 3. Demonstrate and apply the steps of the selling process. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. | 3 |
| 4. Solve related mathematical problems | | | N-Q.2 F-IF.4 | Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized | 2 |

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| | | | | communication that influences purchase decisions and enhances future business opportunities. | |
| 5. Explain the function of promotion in the sports and entertainment marketing industry. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. | 2 |
| 6. Identify the role of promotion. | | | | Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. | 1 |
| 7. Explain the promotional mix and the different forms of promotion. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and strategies needed to | 2 |

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| | | | | communicate information about products, services, images, and/or ideas to achieve a desired outcome. | |
| 8. Discuss the use and importance of sponsorships and endorsements. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. | 2 |
| 9. Describe the use of technology in promotion. | | | L.11-12.6 SL.11-12.4 SL.11-12.5 | Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. | 1 |
| <p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Selling Game: Students will review the seven-steps of the selling and create a playable board and/or card game. Summative.</p> | | | | | |

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Minor League Promotion Night: Students will develop and identify a promotional theme and activities for marketing a minor league sporting event. Summative.

***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 #.)**

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| Obj. # | INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods) |
| 1-9 | 1. Cooperative learning |
| 1-9 | 2. Cooperative learning; independent learning |
| Obj. # | INSTRUCTIONAL ACTIVITIES: (What Students Do) |
| 1-9 | 1. Students will create a board and/or card game featuring the seven-steps of selling. (Selling Game). |
| 1-9 | 2. Students will develop a promotional theme for a minor league sporting event. (Minor League Promotion Night). |

UNIT RESOURCES: (include internet addresses for linking)

DECA: <http://www.deca.org/>

DECA SEM Event: http://www.deca.org/docs/conferences-competitions/DECA_SEM_Web_Sample.pdf

Resources @ MCCE:

MCE DVD ROM 12 - Buy-ology: The Science of Buying and Selling How They Sell

Films for the Humanities & Sciences

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

DVD ROM — Shopping, once simply a basic task, now vies with television as America's most popular leisure activity. How are retailers cashing in on all that discretionary spending? From the Turkish bazaar to the Mall of America, this program reveals the strategies being used to ensure that wallets and purses remain open for business. Retail anthropologist Paco Underhill, shopping center architect Eric Kuhne, retail analyst Claire Williams, Amazon.com's Jeff Bezos, and Geoff Burch, "the world's most persuasive man," share their insights into the importance of advertising, store design, product placement, and buyer behavior analysis--all underlying aggressive new approaches that have redefined consumers as targets. 51 minutes

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MCE 13.1310 MERC 1 - Promotion

Marketing Education Resource Center

COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003.

BOOK — Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains www site Promotion, Planning Your Web Site, Email as a Marketing Tool, Selecting Advertising Media, Ad-quipping Your Business, Promotion, and Promotional Mix.

MCE CD ROM 7 - The Street Fighter Video Series

Jeff and Marc Slutsky

GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2003.

CD ROM — This Street Fighter Video series on 2 Video CD ROM set includes: Video 1, Marketing; and Video 2, Advertising on a Shoestring.

Learning objectives for Video 1 include: How to deal with competitive pricing; How to get free distribution of your advertising message; How a sales person uses a cross promotion for a more effective appointment; How to motivate employees to market for you, free; How to sabotage a competitor's intrusion into your territory. Learning objectives for Video 2 include: Negotiating techniques that get you two to three times more radio air time; How to get 30% to 40% more billboard coverage for the same money; The ideal size for your newspaper ad; How to write headlines that get results.

MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle

Learning Seed

CHICAGO, IL, LEARNING SEED, 2009.

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 61 - Pillars of Marketing

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes.

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MCE VIDEO 305 - The Four P's, Part 2: Place and Promotion- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 1999.

VIDEO — Concentrates on distribution and promotion of products and services. Describes the objectives of promotion. Explains how promotion can provide information, increase demand, stabilize sales and more. 15 minutes