

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Sponsorships & Endorsements

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 Sponsorships & Endorsements in sports and entertainment industries.

SUGGESTED UNIT TIMELINE: 1 WEEK

CLASS PERIOD (min.): 50 MINUTES

ESSENTIAL QUESTIONS:

1. How are sponsorships and endorsements used as a tool in the promotional mix by sports and entertainment organizations?
2. In what ways are sponsorships and endorsements secured?
3. How does an organization evaluate the effectiveness of a sponsorship plan or endorsement?

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ESSENTIAL MEASURABLE LEARNING OBJECTIVES					
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			CCSS	MBA Research Standards	DOK
1. Construct a sponsorship plan			HS-Modeling RST.11-12.4 RI.11-12.2 RI.11-12.3 WHST.11-12.2 WHST.11-12.4 L.11-12.2 L.11-12.6	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	3
2. Design an endorsement proposal			RST.11-12.4 RI.11-12.2 RI.11-12.3 WHST.11-12.2 WHST.11-12.4 L.11-12.2 L.11-12.6	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	3
<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> <ul style="list-style-type: none"> • Develop an endorsement proposal using a product of your choice and a popular athlete or celebrity. (Summative) • Design a sponsorship plan using the suggested events (see attachment) (Summative) • “Selling an Athlete”. Assuming the role of an agent, create a power point presentation detailing the benefits of your client as an effective product endorser and suggestions for marketing opportunities (Formative) <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each</p>					

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assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)	
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
1, 2	1. Lecture
1, 2	2. Guided practice; Independent Learning
1, 2	3. Student research; think-pair-share
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1, 2	1. Students take notes on the concepts needed to understand endorsements and sponsorships.
1, 2	2. Students brainstorm local celebrities and possible endorsement opportunities with local businesses. Independently, students analyze a current endorsement contract between a business and an athlete/celebrity (T-Chart).
1, 2	3. Exploration of current sponsorship deals (Web based). Parties involved? Cost of the deal? Sharing with a partner several ideas about possible sponsorship/endorsement pairings. Discuss why they would fit and be successful.
UNIT RESOURCES: (include internet addresses for linking)	
Women in Baseball Endorsement Lesson http://www-tc.pbs.org/baseball-the-tenth-inning/media/pdf/women_in_baseball.pdf	
"The Marketing of Maria" http://hbswk.hbs.edu/item/5607.html	
<i>"The multiple brand personalities of David Beckham: a case study of the Beckham brand"</i> David http://www.thefreelibrary.com/The+multiple+brand+personalities+of+David+Beckham%3A+a+case+study+of...-a0216352321	
"Top Athletes and Their Endorsements" http://www.cnbc.com/id/43398070/Top_Athletes_and_Their_Endorsements	
"Mastercard Sponsorships" http://www.mastercard.com/us/company/en/whatwedo/sponsorships.html	
Mizzou Tigers Sponsorship Opportunities (see the pdf list) http://www.mutigers.com/sponsorship/miss-sponsorship.html	
Top U.S. Sponsors 2009 http://www.sponsorship.com/IEGSR/2009/08/24/Who-Spends-The-Most-In-Sponsorship--IEG-Rankings-R/Top-U-S--	

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[Sponsors--Companies-Spending-More-Than-\\$1.aspx](#)

Sports Marketing: A Strategic Perspective (2004) Matthew Shank, Prentice -Hall

Resources @ MCCE:

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.

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.