

CFISD Sports and Entertainment II Scope and Sequence

Course Description:

Sports and Entertainment Marketing II is an advanced course designed to build upon students’ prior knowledge of sports and entertainment marketing. Students will develop a thorough understanding of advanced marketing concepts and theories as they relate to the sports and entertainment industry. Students will investigate the components of branding, sponsorships and endorsements, as well as promotional plans needed for sports and entertainment events. (1/2 credit)

- Grades 10 – 12
- Recommended prerequisites: Principles of Business, Marketing, and Finance
- Lab supplies or fee may be required

TEKS

Cluster: Marketing

Program of Study: Marketing & Sales

Endorsement: Business and Industry

Meets advanced course requirement (Y/N): N

Meets foundation requirement for math, science, fine arts, English (Y/N-area): N

Industry Certification N

Instructional Units	Pacing
1 st Grading Period Introduction and Expectations Professional standards/employability skills as required by the industry. <ul style="list-style-type: none"> • Teamwork, professionalism, ethical behavior, time management skills, leadership skills • The economics of sports and entertainment industry • Marketing management • Legal aspects • Market research 	1 st Grading Period
Instructional Units	Estimated Days
2 nd Grading Period <ul style="list-style-type: none"> • Market analysis • Evaluate profitability. • Process of planning an event • Careers 	2 nd Grading Period

Primary Instructional Materials:

Sports and Entertainment Marketing ISBN-9781305993211. Publisher, Cengage Learning

Supplemental Instructional Materials:

Knowledge Matters and Stukent