

Curriculum

P. Coombs, McGraw High School Business Education

<p><b>Course:</b> <b>S &amp; E Marketing</b></p>	<p><b>Standard 1: Career Development:</b> Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions. <b>Standard 2: Integrated Learning:</b> Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings. <b>Standard 3a: Universal Foundation Skills:</b> Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace. <b>Standard 3b: Career Majors</b> Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.</p>			
<p><b>Performance Indicators - LW DAT</b></p>	<p><b>Essential Questions</b></p>	<p><b>Essential Knowledge &amp; Skills</b></p>	<p><b>Classroom Ideas</b></p>	<p><b>Assessment Ideas</b></p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain and apply the marketing mix</li> <li>▪ Identify and explain the four types of business ownership</li> <li>▪ Explain the economic impact of Sports and Entertainment Marketing</li> <li>▪ Explain economics and free enterprise</li> </ul>	<p>(1) What is marketing?</p> <p>What is the relationship between marketing and economics?</p> <p>Why <b>AND</b> how does marketing apply to everyone?</p>	<ul style="list-style-type: none"> <li>▪ Marketing Defined</li> <li>▪ Impact of Sports and Entertainment Marketing</li> <li>▪ Customer Profiling with Demographics</li> <li>▪ Marketing Mix</li> <li>▪ Gross Domestic Product</li> <li>▪ Price and Competition</li> <li>▪ Ownership and Intellectual Property Rights</li> <li>▪ Types of Business Ownership</li> </ul>	<p>Jigsaw a working definition of marketing</p> <p>Product Life Cycle with an Olympic Torch</p> <p>Olympic Benefits</p> <p>Impact of Summer 2004 Games on US economies</p> <p>Advertising Costs - Summer 2004 Games</p> <p>Webbing - Local Events impact on Community</p> <p>SUNY Cortland - Sports Marketing/Management Program Speakers: SUNY Cortland</p>	<p>Case Analysis</p> <p>Portfolio Works: 4 P's</p> <p>Critical Analysis: Security and Marketing at Summer 2004 Games - What precautions were taken? Did they work? Repercussions?</p> <p>Internet Activity: Use Summer 2004 Games Official Website and answer questions</p> <p>Role Play: Tournament Director</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Discuss the impact of sports and entertainment history on today's markets</li> <li>▪ Explain how SE marketers use tools to sell their products</li> <li>▪ Analyze difference between marketing sports and entertainment products</li> <li>▪ Identify different kinds of risks in SE marketing</li> </ul>	<p>(2) How have the sports and entertainment industries changed marketing?</p>	<ul style="list-style-type: none"> <li>▪ Who is Bill Veeck?</li> <li>▪ Thomas Edison and Entertainment</li> <li>▪ Similarities and Differences in Marketing</li> <li>▪ Core vs. Ancillary Products</li> <li>▪ Cross-Promotion</li> <li>▪ Risk Insurance Coverage</li> <li>▪ Sponsorship</li> <li>▪ Broadcast Rights</li> </ul>	<p>Do professional athletes really help to sell merchandise? Why or Why not?</p> <p>Fan club websites - free and pay for use - difference?</p> <p>Profiles in Marketing: Seabiscuit</p> <p>Compare and Contrast 4 P's</p> <p>Promoting with television talk shows</p> <p>Fantasy sports - \$\$\$ or bust?</p>	<p>Case Analysis</p> <p>Internet Research: Examples of SE events with probable loss from cancellation, fan injury or property damage - Summer Games 2004?</p> <p>\$\$\$ Appl: Charity Baseball</p> <p>Ethical Practice: Photojournalism</p> <p>Expanding products</p> <p>Explore Marketing Careers</p> <p><a href="http://www.Businessweek.com">www.Businessweek.com</a> virtual sports games</p>

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<p>Performance Indicators</p>	<p>Essential Questions</p>	<p>Essential Knowledge &amp; Skills</p>	<p>Classroom Ideas</p>	<p>Assessment Ideas</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Differentiate between amateur sports and professional sports</li> <li>▪ Analyze the significance of international sports</li> <li>▪ Analyze the significance of women's sports</li> </ul>	<p>(3) What is the sports marketing business of the 21<sup>st</sup> century?</p>	<ul style="list-style-type: none"> <li>▪ A brief sports history</li> <li>▪ Sports marketing - a working definition</li> <li>▪ The sports industry - #11 and growing</li> <li>▪ Marketing all categories of sports</li> <li>▪ Diversifying Sports Marketing</li> <li>▪ Title IX</li> </ul>	<p>Baseball Card collecting - old school or big business?</p> <p>Think tank: Why would a sports team play a game in a third world country?</p> <p>Marketing Math</p> <p>Ethics Challenge - Sportsmanship - a really big deal maker or breaker...</p> <p>Sporting News: Analyzing a team's sportsmanship</p>	<p>Case Analysis</p> <p>World Market: Ancient Entertainment</p> <p>Internet: Title IX</p> <p>Extreme Sports - Do they have a place? Are they changing the Olympics?</p> <p>What were the first Olympics?</p> <p>NCAA Regulations</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Analyze the economic impact of sports marketing</li> <li>▪ Explain the differences between goods and services</li> <li>▪ Compare and contrast product line and product mix</li> </ul>	<p>(4) Who is the sports consumer?</p>	<ul style="list-style-type: none"> <li>▪ The sports consumer</li> <li>▪ Market Segment Shifts</li> <li>▪ Sports products - tangible vs. intangible</li> <li>▪ Characteristics of good quality products</li> <li>▪ Sports and product extensions</li> <li>▪ Economic impact of sports marketing</li> </ul>	<p>Case Analysis: The Armani Group</p> <p>Protecting young athletes: SPARTA</p> <p>What do people look for when they buy new sneakers?</p> <p>EA Sports</p> <p>Opportunity cost - when are you affected?</p> <p>Sports News: Olympic Coverage</p>	<p>Case Analysis</p> <p>What is the impact of athletes marketing products? Where do you see the trend heading?</p> <p>Who becomes part of the Olympic dream?</p> <p>Research: Sports products in other countries</p> <p>Service Quality - how does it relate to a sports team?</p> <p>Unit Lab - Designing a new product- See Money Means Business by AICPA</p>

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
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<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain the seven steps in developing a new product</li> <li>▪ Analyze the stages of the product life cycle</li> <li>▪ Define price and the role it plays in determining profit</li> <li>▪ Identify pricing strategies</li> </ul>	<p>(5) What pricing strategies can make or break sales and success?</p>	<ul style="list-style-type: none"> <li>▪ Steps in new product development</li> <li>▪ The Product Life Cycle</li> <li>▪ Managing the product life cycle</li> <li>▪ Pricing considerations and strategies</li> <li>▪ Demand</li> </ul>	<p>Why do throwbacks of vintage apparel appeal to the market of consumers?</p> <p>New products? What's needed? Where's the growth?</p> <p>Math Check: Covering expenses</p> <p>The Price is Right - Pricing Strategies</p>	<p>Creative thinking: What differences may be necessary when creating children's sports equipment vs. adults?</p> <p>What is the trend for safety gear? Really?...</p> <p>Ethics: Player fines - Big \$\$</p> <p>Research: Science, how does the manufacturer use it to develop better equipment?</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Define marketing research</li> <li>▪ Determine how businesses and consumers use marketing research</li> <li>▪ Compare and contrast the decisions made in the marketing mix</li> <li>▪ Compare and Contrast the channels of distribution in Global Marketing vs. Domestic Marketing</li> </ul>	<p>(6) What is the role of marketing research?</p>	<ul style="list-style-type: none"> <li>▪ What is marketing research?</li> <li>▪ Research Process</li> <li>▪ Collecting Data - what works?</li> <li>▪ Why is place so important in the marketing mix?</li> <li>▪ Different channels - different costs, different benefits</li> <li>▪ Using multiple channels</li> </ul>	<p>How do we successfully market an "image" of a person?</p> <p>Using primary vs. secondary research - what works?</p> <p>Developing effective research tools</p> <p>Which local businesses have recently instituted place as a major factor for success?</p> <p>Pop-ups - effective advertising?</p> <p>Oral reports - foreign teams and marketing</p> <p>Multimedia sports presentation of a team</p> <p>Speakers: Sports Marketing Industry</p>	<p>Case Analysis</p> <p>Taking it to the Net: Marketing Research</p> <p>How is the research process for new products similar to other types of research?</p> <p>Ethical practices: Jesse Owens and Luz Long - lessons to be learned?</p> <p>Collecting Data - Effective research tools</p> <p>SPAM - good marketing?</p> <p>Real Time Interviews - Minor League Team sports interviews</p>

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
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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Mind Map the components of brand equity</li> <li>▪ Explain the concepts of branding and brand equity</li> <li>▪ Compare and contrast what can make or break a brand name</li> <li>▪ Research and report on the importance of sports sponsorships and endorsements</li> </ul>	<p>(7) What impact does consumer loyalty have on a product's success?</p>	<ul style="list-style-type: none"> <li>▪ Naming a product and brand names - are they household names?</li> <li>▪ Brand equity - three basic steps</li> <li>▪ Types of brands and strategies</li> <li>▪ Developing brand names</li> <li>▪ Sponsorships and endorsements</li> </ul>	<p>Brand equity - how do sports teams accomplish this?</p> <p>Why are negotiation skills in sports marketing important?</p> <p>Licensing - Big \$\$\$ and big stakes</p>  <p>Mind Maps - What is the benefit of licensing for sports organizations and companies?</p> <p>Create logos for a sports product of your choice</p> <p>Write a statement to explain the image your company expects from the endorsers</p>	<p>Case Analysis</p> <p>Careers in marketing - Where are they going? What does the trend imply? Where are the students training?</p> <p>Gatorade - Is there history there?</p> <p>Research &amp; Report: The Summer 2004 Olympic Games - Big endorsers? Did it pay off? The quarterly report check of \$\$\$\$</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain event marketing</li> <li>▪ Identify roles of advertising and sales promotion in sports marketing</li> <li>▪ Describe the use of technology in marketing</li> <li>▪ Explain the types and steps of selling</li> </ul>	<p>(8) Is promotion really about the commercial?</p>	<ul style="list-style-type: none"> <li>▪ Event planning</li> <li>▪ Promotion in Sports</li> <li>▪ Promotional Mix</li> <li>▪ Promotional Budgets</li> <li>▪ The Role of Advertising</li> <li>▪ Different Mediums</li> <li>▪ Sales promotion</li> <li>▪ Public Relations and Personal Selling</li> <li>▪ The Power of the Promotional Mix</li> </ul>	<p>What is <a href="http://www.active.com">www.active.com</a>? Who does it benefit?</p> <p>How are sports offered on-line?</p> <p>Who is on the "Got Milk" campaign? Has it helped?</p> <p>Developing samples, giveaways, coupons, and contest/sweepstakes</p> <p>Mapping the selling process - a parallel to the Olympics</p> <p>Oral Report with Multimedia - What role did the media play in the 1919 World Series</p>	<p>Case Analysis</p> <p>Cost-Benefit Analysis - Advertising</p> <p>Analyzing Advertising Budgets</p> <p>Olympics 2004 - What's the advertising budget? Who got "on board" to gain sales?</p> <p>Write press releases</p> <p>Creating Press Kits</p> <p>Graphic Organizers: Types of Advertising and Sales Promotion</p>

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<ul style="list-style-type: none"> <li>Work collaboratively with other students to problem solve and analyze cases</li> <li>Explain the purpose and function of a marketing plan</li> <li>Create a graphic organizer to map the elements found in a marketing plan</li> <li>Identify and research the education and careers associated with sports marketing</li> </ul>	<p>(9) Can a marketing plan guarantee success?</p>	<ul style="list-style-type: none"> <li>Why write a plan?</li> <li>Elements of a marketing plan</li> <li>Sample Marketing plans - what works...what might not...</li> <li>Job Descriptions - what's out there for sports career enthusiasts?</li> <li>World market - what's out there in sports?</li> </ul>	<p>Research: On-line marketing plans</p> <p>Create a graphic organizer to map the elements found in a marketing plan</p> <p>SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)</p> <p>Why hire LLC Marketing?</p> <p>Sports Marketing Career Plans</p> <p><a href="http://www.businessweek.com">www.businessweek.com</a> endorsement deals or con deals</p>	<p>Case Analysis</p> <p>Create a marketing plan - Dream Machines - Word, Excel &amp; PowerPoint</p> <p>Creating objectives - what do you want to accomplish? - A personal plan</p> <p>Education and Job Hunting 101 - Sports Minded Professionals</p> <p>Resumes - Is yours a selling tool?</p>
<ul style="list-style-type: none"> <li>Work collaboratively with other students to problem solve and analyze cases</li> <li>Explain entertainment marketing</li> <li>Compare and contrast different types of entertainment media</li> <li>Discuss the global impact of the entertainment industry and marketing</li> <li>Identify forms of entertainment marketed to consumers</li> <li>Discuss international advertising and promotional campaigns as presented in class</li> </ul>	<p>(10) How is marketing entertainment different?</p>	<ul style="list-style-type: none"> <li>Define entertainment marketing</li> <li>The influence of entertainment</li> <li>The economics of entertainment</li> <li>International entertainment - a global perspective</li> <li>Entertainment business structures</li> <li>Television - the #1 entertainment medium</li> <li>Prime time - prime \$\$\$</li> <li>Bricks and Click - a comparison</li> <li>NPO's</li> </ul>	<p>Entertainment check: What business helped the entertainment industry expand in the 20<sup>th</sup> century?</p> <p>Leisure time - today vs. 50 years ago - what do we do with our free time? What are marketers doing with it?</p>  <p>A real look at Walt Disney - Company Ownership</p> <p>TV Log - A scary look at our airtime</p> <p>Analyzing advertising mediums - what determines what we use?</p>	<p>\$\$\$ Theme parks - a % of the industry</p> <p>Case Analysis</p> <p>Rating TV and movies - a point of controversy - an analysis of the system</p> <p>Allocating \$\$\$ - Advertising</p> <p>History - The first television and radio broadcasts - who was there - what happened? A multimedia documentary</p>

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
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<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Describe LBE</li> <li>▪ Identify types of entertainment products</li> <li>▪ Explain the importance of programming</li> <li>▪ Analyze the effects of POP sales and impulse spending</li> </ul>	(11) How do we effectively reach our targeted audience?	<ul style="list-style-type: none"> <li>▪ Film and music merchandising</li> <li>▪ Music CD's and distribution</li> <li>▪ Rack jobbers</li> <li>▪ Electronic and Video Games</li> <li>▪ Print Books and Magazines</li> <li>▪ Theme and Water Parks</li> <li>▪ Marketing Film and Distribution</li> <li>▪ Marketing Radio and Television</li> <li>▪ Internet Marketing</li> </ul>	<p>Analyze and write: Are tickets entertainment products?</p> <p>What challenges does Ticketmaster face?</p> <p>What have MP3's done for CD sales?</p> <p>eBay - Entertainment Memorabilia search</p> <p>Analyzing Time Slots - a \$\$\$ matter</p> <p>SPAM Wars - a report from <a href="http://www.businessweek.com">www.businessweek.com</a></p>  <p>Creating secondary markets</p>	<p>Case Analysis</p> <p>Analyze legislation surrounding MP3's</p> <p>Unique products - Unique opportunities - Rhino Records - a Case analysis</p> <p>How can you blend personal values, knowledge, community service, and market a product successfully?</p> <p>Creating jingles and ad campaigns</p> <p>Family Entertainment - Is it out there?</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain entertainment brand identity, brand marks, and trademarks</li> <li>▪ Identify and calculate pricing goals</li> <li>▪ Identify and calculate determinates in CD and concert ticket prices</li> </ul>	(12) Is there really a brand to entertainment?	<ul style="list-style-type: none"> <li>▪ The role of branding</li> <li>▪ Valuing trademarks</li> <li>▪ Music and the Internet</li> <li>▪ Franchises</li> <li>▪ Crossover</li> <li>▪ Revenue, Profit, and Loss</li> <li>▪ Pricing strategies</li> </ul>	<p>Music Matters - Brainstorming of classic tunes to advertising - what does it really say?</p> <p>The Film Vault: Classic Brands Mapped</p> <p>Research: Pricing in Radio and Television</p> <p>Music Mark-up - what does it really cost to make that CD</p> <p>Ecotourism? Sign me up! - Let's visit Brazil</p>	<p>Role Play: Account Executive - create and present a pricing schedule for tickets to an attraction</p> <p>Case analysis</p> <p>Calculating profits - What are the components? How do I know if this is good?</p> <p>Comparing and Contrasting Ad Prices</p> <p>Creating a budget for your ad campaign</p>

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<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Identify venues for selecting and marketing entertainment</li> <li>▪ Compare and contrast qualitative and quantitative research</li> <li>▪ Describe how demographics are used in the entertainment industry</li> <li>▪ Describe the process of conducting effective entertainment marketing research</li> </ul>	<p>(13) Where is the best place to market entertainment?</p>	<ul style="list-style-type: none"> <li>▪ The importance of market research</li> <li>▪ Consumer demographics</li> <li>▪ Primary Research</li> <li>▪ Secondary Research</li> <li>▪ Qualitative vs. Quantitative Research</li> <li>▪ Product Placement in Movies, TV shows and venues</li> <li>▪ Outlets and Venues</li> </ul>	<p>What does <a href="http://www.ARTISTdirect.com">www.ARTISTdirect.com</a> do?</p> <p>Identify and map demographics for our area</p> <p>Think Globally - Surf Globally - what can we find out about products we use in foreign markets?</p> <p>"Bollywood" - What's all this about?</p>  <p>Research Methods &amp; Venue Selections</p>	<p>Case Analysis</p> <p>Analyze Neilson Ratings - Who is tuned in and when? What does this mean for marketers? Give the report.</p> <p>Crunch the Numbers: Qualitative vs. Quantitative Research - What are the results?</p> <p>Ads hidden in movies? You bet - what does this cost? Is there a reward to reap?</p> <p>Create an event poster - multimedia</p> <p>Role Play: Marketing Researcher</p>

Resources: (1.) *EntreSkills I*, Through the Office of Entrepreneurial Education (oe<sup>2</sup>), A Unit of The NYS Small Business Development Center, 41 State Street, 7<sup>th</sup> Floor, Albany, NY 12246, in cooperation with SUNY. Martha W. Pollack, Customer Care Manager, 800.732.7232. (2.) *Sports & Entertainment Marketing*, Glencoe Marketing Series, New York, New York, 2005. Partnered with *Business Week*, online at [www.businessweek.com](http://www.businessweek.com) (3) Money Means Business online workshop at [www.moneymeansbusiness.com/flyer4](http://www.moneymeansbusiness.com/flyer4) and [www.moneymeansbusiness.com/nyse](http://www.moneymeansbusiness.com/nyse), by the American Institute of Certified Public Accountants.

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<ul style="list-style-type: none"> <li>Work collaboratively with other students to problem solve and analyze cases</li> <li>Describe image</li> <li>Explain the aspects of royalties</li> <li>Analyze the importance of licensing an entertainment product</li> <li>Describe how the US government controls endorsements</li> </ul>	<p>(14) Who makes the royalties?</p>	<ul style="list-style-type: none"> <li>The impact of image</li> <li>Endorsements and regulation</li> <li>Sponsorship</li> <li>Sponsorship vs. Endorsement - what's the connection?</li> <li>Risks</li> <li>Licensing - what and how it's used</li> <li>Paying for Entertainment</li> </ul>	<p>Cirque du Soleil - reinventing the circus and capitalizing on the IMAX</p> <p>Madonna and Pepsi - Endorsed it but won't consume it in public? A controversy?</p> <p>World Market - Pierce Brosnan pitching lipstick? What some do for \$\$\$ in Japan. - The web shows us how.</p> <p>Funny is Money - <i>New Yorker</i> online offers cartoons for books, cups, t-shirts and more...for a \$\$\$\$</p> <p>Breaking it down: Royalties - Expenses and profits for band members</p>	<p>Case Analysis</p> <p>Analyzing Endorsement Guidelines - FTC Regulations</p> <p>Create an image for an entertainer with a "product" or "service" to promote.</p> <p>Create a timeline for Pixar Studios - an analysis of then and now</p> <p>MP3's - Napster - a good thing?</p>
<p><b>Course:</b> <b>S &amp; E Marketing</b></p>	<p>Standard 1: Career Development: Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions. Standard 2: Integrated Learning: Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings. Standard 3a: Universal Foundation Skills: Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace. Standard 3b: Career Majors: Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.</p>			
<p><b>Performance Indicators</b></p>	<p><b>Essential Questions</b></p>	<p><b>Essential Knowledge &amp; Skills</b></p>	<p><b>Classroom Ideas</b></p>	<p><b>Assessment Ideas</b></p>
<ul style="list-style-type: none"> <li>Work collaboratively with other students to problem solve and analyze cases</li> <li>Explain the promotional mix of entertainment marketing</li> <li>Discuss the importance of public relations and personal selling</li> <li>Describe the best methods to relate and sell to diverse markets</li> <li>Identify the role of public relations in entertainment marketing</li> </ul>	<p>(15) Which promotional mix is the secret to success?</p>	<ul style="list-style-type: none"> <li>Advertising</li> <li>Public Relations and Publicity</li> <li>Personal Selling</li> <li>Sales Promotion</li> <li>Media Advertising</li> <li>Non-Media Advertising</li> <li>Product placement in productions</li> <li>Reaching diverse markets</li> </ul>	<p>Compare and Contrast advertising and publicity</p> <p>Who creates all the "Buzz?" - Ad agency research</p> <p>Promotional Discounts - What could a school offer?</p> <p>Product placement examples in productions</p> <p>Diverse markets - what has Tommy done?</p>	<p>Case Analysis</p> <p>Buzz LightYear - What's all the Buzz about? - check it out online</p> <p>What does it take to be a publicist? Career viewpoint</p> <p>Advertising Sales Publicity</p> <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p>Create a promo mix</p> </div>

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<ul style="list-style-type: none"> <li>Work collaboratively with other students to problem solve and analyze cases</li> <li>Explain a marketing entertainment plan</li> <li>Explain a promotional plan as it relates to a business plan</li> <li>Compare and contrast educational preparation to careers in entertainment marketing</li> </ul>	<p>(16) What components make an entertainment plan complete?</p>	<ul style="list-style-type: none"> <li>Developing a marketing and business plan</li> <li>Developing a promotional plan</li> <li>Elements of a business plan</li> <li>Communicating Brand</li> <li>The value of education</li> <li>Resources - undergrad and graduate programs</li> <li>Interning - wow - what an opportunity</li> <li>Entertainment Marketing careers</li> </ul>	<p>Walt Disney - designing and updating a marketing campaign - what's hip/what's not</p>  <p>Marketing Strategies: Product, Conclusion, Objective &amp; Tactic</p> <p>Compare and contrast business plans on the web</p> <p>MTV - from 1981 - "I want my MTV" to today - a basic in cable packaging</p> <p>Product slogans - what has stayed the course?</p> <p>Speakers: Entertainment Industry</p> <p><a href="http://www.businessweek.com">www.businessweek.com</a> Hollywood Heist</p>	<p>Case Analysis</p>  <p>Promo, Business, &amp; Marketing How do all the plans work together?</p> <p>Mission Statements for arenas, entertainment venues, and amusement parks</p> <p>Create a strategic adjustment for an artist whose albums have slowed sales</p> <p>Create a promotional plan for a local event</p> <p>Research interning opportunities at colleges of choice</p>
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<p>Performance Indicators</p>	<p>Essential Questions</p>	<p>Essential Knowledge &amp; Skills</p>	<p>Classroom Ideas</p>	<p>Assessment Ideas</p>

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# Curriculum

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<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪</li> </ul>		<ul style="list-style-type: none"> <li>▪</li> </ul>		Case Analysis

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## Learning Standards for Career Development and Occupational Studies

### Standard 1: Career Development

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