

TOWNSHIP OF UNION PUBLIC SCHOOLS



**Sports & Entertainment Marketing
Updated December 18, 2018**

Mission Statement

The mission of the Township of Union Public Schools is to build on the foundations of honesty, excellence, integrity, strong family, and community partnerships. We promote a supportive learning environment where every student is challenged, inspired, empowered, and respected as diverse learners. Through cultivation of students' intellectual curiosity, skills and knowledge, our students can achieve academically and socially, and contribute as responsible and productive citizens of our global community.

Philosophy Statement

The Township of Union Public School District, as a societal agency, reflects democratic ideals and concepts through its educational practices. It is the belief of the Board of Education that a primary function of the Township of Union Public School System is to formulate a learning climate conducive to the needs of all students in general, providing therein for individual differences. The school operates as a partner with the home and community.

Course Description

Sports and Entertainment Marketing is a specialized course for students with a career interest in the fields of sports, entertainment, and/or recreation. In addition to providing a fundamental knowledge of global marketing, this course is designed to equip students with entry-level competencies and college preparatory skills in the areas of advertising, promotion, sponsorship, event marketing, and communications. Students also explore all money making aspects of the television, motion picture, and sports industries, as well as multiple career options. Through classroom activities and various assignments students will research industry practices, role-play, create projects and presentations based on acquired knowledge.

Statement of District Goals

- Develop reading, writing, speaking, listening, and mathematical skills.
- Develop a pride in work and a feeling of self-worth, self-reliance, and self- discipline.
- Acquire and use the skills and habits involved in critical and constructive thinking.
- Develop a code of behavior based on moral and ethical principles.
- Work with others cooperatively.
- Acquire a knowledge and appreciation of the historical record of human achievement and failures and current societal issues.
- Acquire a knowledge and understanding of the physical and biological sciences.
- Participate effectively and efficiently in economic life and the development of skills to enter a specific field of work.
- Appreciate and understand literature, art, music, and other cultural activities.
- Develop an understanding of the historical and cultural heritage.
- Develop a concern for the proper use and/or preservation of natural resources.
- Develop basic skills in sports and other forms of recreation.

Recommended Resources

- **Lois Schneider Farese, David A. Grossman, and Gordon Nicholson. Sports and Entertainment Marketing. NY, NY, Glencoe/McGraw-Hill. 2005**
- **Microsoft Office—Word, PowerPoint & Excel**
- **Entertainment Weekly**
- **Adweek**
- **Sports Business Journal**
- **Clips from ESPN 30 for 30's, The History of the NFL on TV, Sports on the Silver Screen and many movies that deal directly with the Sports and Entertainment Marketing Crossover.**
- **The Internet—You Tube**

Curriculum Units

Unit 1: Marketing Concepts with Sports and Entertainment

Unit 2: Sports Marketing

Unit 3: Sports Marketing Mix & Careers

Unit 4: Entertainment Marketing

Unit 5: Entertainment Marketing Mix & Careers

Pacing Guide – Course

<u>Content</u>	Number of Days
<u>Unit 1</u> : Marketing Concepts with Sports and Entertainment	25
<u>Unit 2</u> : Sports Marketing	30
<u>Unit 3</u> : Sports Marketing Mix & Careers	45
<u>Unit 4</u> : Entertainment Marketing	40
<u>Unit 5</u> : Entertainment Marketing Mix & Careers	40

New Jersey Student Learning Standards

21st Century Life and Careers

- **9.1 Personal Financial Literacy**

This standard outlines the important fiscal knowledge, habits, and skills that must be mastered in order for students to make informed decisions about personal finance. Financial literacy is an integral component of a student's college and career readiness, enabling students to achieve fulfilling, financially-secure, and successful careers.

- **9.2 Career Awareness, Exploration, and Preparation**

This standard outlines the importance of being knowledgeable about one's interests and talents, and being well informed about postsecondary and career options, career planning, and career requirements.

- **9.3 Career and Technical Education**

This standard outlines what students should know and be able to do upon completion of a CTE Program of Study.

Unit 1: Marketing Concepts with Sports and Entertainment

Unit 1 discusses the basic principles of marketing and economics with a special emphasis on sports and entertainment industries. It also introduces the history and background of sports and entertainment marketing with a focus on the legal issues and business risks. Students will be able to analyze the similarities between sports and entertainment products and evaluate the different ways they are successfully marketed to the consumer.

Essential Questions	Instructional Objectives/ Skills and Benchmarks <i>(CPIs)</i>	Activities	Assessments
<p>How would you describe the customers of sports and entertainment products?</p> <p>What kind of marketing strategies do sports and entertainment businesses use?</p> <p>How does sports and entertainment marketing affect the economy?</p> <p>How has sports and entertainment evolved as a business</p>	<ul style="list-style-type: none"> • Explain the marketing concept. • Define demographics. • Explain the marketing mix. • Explain the economic impact of sports and entertainment marketing. • Discuss the history of sports and entertainment. • Explain how sports and entertainment marketers use promotional tools to sell their products. • Identify differences between marketing sports and 	<ul style="list-style-type: none"> • Create a list of customer demographics and match to current products sold in the marketplace. • Develop a Visual that illustrates the students understanding of the Marketing Mix. • Generate a list of commercials that contain celebrities and analyze the effectiveness of the celebrity in that commercial. • Create a business that has exclusive agreements with individual companies that provide products and services. • Research historical timeline of motion picture in television events and type an essay that shows a major contrast in the history. • Create an original advertisement that 	<ul style="list-style-type: none"> • Complete end of chapter questions. • All projects and critical thinking activities are completed. • Quizzes on information learned. • Final mastery test on unit. • Projects and oral presentations.

throughout the 20 th century?	entertainment products.	focuses on Target Market	
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Unit 2: Sports Marketing

This Unit examines the constant changing landscape of professional sports, from its most popular events to new sports trying to find their niche. We explore the sports consumer and their changing needs as businesses compete to satisfy them in the 21st century. Students will investigate sports products, with relationship to promotion, selling and their economic impact.

Essential Questions	Instructional Objectives/ Skills and Benchmarks (CPIs)	Activities	Assessments
<p>How does sports marketing impact the ways sports are perceived?</p> <p>What is the major financial difference between men's and women's sports?</p> <p>What is the benefit to using market segmentation?</p> <p>How have sports products and services evolved with the constant changing of the world technology?</p> <p>How does sports</p>	<ul style="list-style-type: none"> • Explain the purpose of sports marketing. • Differentiate between amateur sports and professional sports. • Explain the significance of women's sports. • Explain market segmentation. • Explain the differences between sports goods and services. • Differentiate between the product line and product mix. 	<ul style="list-style-type: none"> • Research all money making aspects of a professional arena or stadium and create a presentation based upon information learned. • Identify female athletes that have endorsements deals and explain why most make less than male athletes. • Research a company and identify the scope of their product mix and identify their most successful product line. • Create a sporting event and discuss how it could improve the local economy. • Rank Professional Sports Franchises based on value and popularity. Then Research actual values. 	<ul style="list-style-type: none"> • Complete end of chapter questions. • All projects and critical thinking activities are completed. • Quizzes on information learned. • Final mastery test on unit.

marketing impact local and national economies?	<ul style="list-style-type: none"> • Explain the economic impact of sports marketing. 	<ul style="list-style-type: none"> • Construct Print Ads for actual Sporting Events with focus on market segmentation. 	<ul style="list-style-type: none"> • Projects and oral presentations
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Unit 3: Sports Marketing Mix & Careers

Unit 3 looks at pricing considerations and how it's applied to sports products. We discuss types of branding, licensing and promotional methods, as well as media markets and how they vary. The students also learn about careers in Sports Marketing.

Essential Questions	Instructional Objectives/ Skills and Benchmarks <i>(CPIs)</i>	Activities	Assessments
<p>How does the development of a new product impact its pricing?</p> <p>What is the major benefit of properly conducting marketing research?</p> <p>What is the ethical responsibility of a company when hiring an athlete to endorse their product?</p> <p>Why should all</p>	<ul style="list-style-type: none"> • Explain the seven steps in developing a new product. • Identify pricing strategies. • Define market research and explain how businesses use market research. • Describe how to develop an effective brand name. • Explain the importance of sports sponsorships and endorsements. • Discuss how companies choose sports endorsers for their products. 	<ul style="list-style-type: none"> • Create, administer, and analyze a customer survey for a new product. • Identify celebrities/athletes who currently have endorsement deals. State if they are a positive or negative choice for the product. • Create a new advertisement which has celebrities/athletes endorsing a product of their choice. • Develop an original advertisement that uses several different sales promotions. • Perform a SWOT analysis on 	<ul style="list-style-type: none"> • Complete end of chapter questions. • All projects and critical thinking activities are completed. • Quizzes on information learned. • Final mastery test on unit.

<p>companies perform a SWOT analysis?</p> <p>What are the skills and traits needed to pursue a career in sports marketing</p>	<ul style="list-style-type: none"> • Describe the use of technology in promotion. • Explain the types and steps in selling. • Explain the purpose and function of a marketing plan. • Identify different career and employment opportunities in sports marketing. 	<p>several products and companies.</p> <ul style="list-style-type: none"> • Research careers in sports marketing and identify job duties, salaries, advancement and promotion, and benefits to working in this field. 	<ul style="list-style-type: none"> • Projects and oral presentations
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Unit 4: Entertainment Marketing

Unit 4 will have a focus on the entertainment marketing for diverse variety of products and different types of business that operate in the entertainment industry. We examine entertainment goods and services and how each product is marketed by using media to best reaches the target audience. Students will create many original projects that utilize technology.

Essential Questions	Instructional Objectives/ Skills and Benchmarks (CPIs)	Activities	Assessments
<p>What is the global impact of the entertainment industry?</p> <p>What influence does entertainment media outlets have on the economy?</p>	<ul style="list-style-type: none"> • Define entertainment marketing. • Identify types of entertainment media. • Explain types of businesses in the entertainment industry. • Identify types of 	<ul style="list-style-type: none"> • Generate lists of all known and researched entertainment products. • Analyze movie previews and trailers. Critique their effectiveness through written movie reviews. • Research all entertainment media outlets and analyze which type of media is more successful. 	<ul style="list-style-type: none"> • Complete end of chapter questions. • All projects and critical thinking activities are completed. • Quizzes on information

<p>How the difference in primary markets and secondary markets effect film distribution?</p> <p>What constitutes a successful network?</p>	<p>entertainment products.</p> <ul style="list-style-type: none"> • Explain the significance of impulse spending. • Explain the importance of programming. 	<ul style="list-style-type: none"> • Write plot summary and discuss all possible promotional techniques for a new movie. Also create a movie poster to complement the plot summary. • Research the importance of television ratings and then create an original network programming schedule. • Develop an original trailer for a movie or Television program 	<p>learned.</p> <ul style="list-style-type: none"> • Final mastery test on unit. • Projects and oral presentations.
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Unit 5: Entertainment Marketing Mix & Careers

This last Unit looks at product and pricing in entertainment marketing. We will analyze profitable uses of images, licensing and product placement. Students will research careers in entertainment marketing.

Essential Questions	Instructional Objectives/ Skills and Benchmarks (CPIs)	Activities	Assessments
<p>How can celebrities still generate substantial cash flow years after their own death?</p> <p>How do certain celebrities impact the success of a movie?</p> <p>How does merchandising affect</p>	<ul style="list-style-type: none"> • Define gross profit and net profit. • Explain how celebrities are brands. • Describe the role of merchandising in entertainment marketing. • Explain the importance of entertainment product licensing in aspects of royalties. 	<ul style="list-style-type: none"> • Research a celebrity that has passed away and discuss how their merchandise still generates money for their estate? • Identify several entertainment related current events and create an entertainment news program based on those events using technology. • Create a talk show segment that 	<ul style="list-style-type: none"> • Complete end of chapter questions. • All projects and critical thinking activities are completed. • Quizzes on information

<p>the financial success of a movie?</p> <p>How does a budget impact the promotional activities of a movie?</p> <p>What are the skills and traits needed to pursue a career in the entertainment industry?</p>	<ul style="list-style-type: none"> • Identify the role of advertising in entertainment promotion. • Describe how other promotional methods are used in entertainment marketing. • Describe educational preparation for a career in entertainment marketing. • Identify career areas in entertainment marketing. 	<p>highlights movie promotion and a positive interaction between host and guest(s).</p> <ul style="list-style-type: none"> • Research careers in entertainment marketing and identify job duties, salaries, advancement and promotion, and benefits to working in this field. • Observe various segments of classic movies throughout the decades and create different promotions based on the target market. 	<p>learned.</p> <ul style="list-style-type: none"> • Final mastery test on unit. • Projects and oral presentations.
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Resource Links

www.the-numbers.com

www.watchmojo.com

www.marketingcareeredu.org/sports-marketing

www.workinsports.com/sports/marketing

www.nfl.com

www.mlb.com

www.nba.com

www.uefa.com/uefachampionsleague/

www.espn.com

www.marketingteacher.com/sales-promotion

www.forbes.com/lists/

www.powtoon.com

Career Ready Practices

Career Ready Practices describe the career-ready skills that all educators in all content areas should seek to develop in their students. They are practices that have been linked to increase college, career, and life success. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

- CRP1.** Act as a responsible and contributing citizen and employee.
- CRP2.** Apply appropriate academic and technical skills.
- CRP3.** Attend to personal health and financial well-being.
- CRP4.** Communicate clearly and effectively and with reason.
- CRP5.** Consider the environmental, social and economic impacts of decisions.
- CRP6.** Demonstrate creativity and innovation.
- CRP7.** Employ valid and reliable research strategies.
- CRP8.** Utilize critical thinking to make sense of problems and persevere in solving them.
- CRP9.** Model integrity, ethical leadership and effective management.
- CRP10.** Plan education and career paths aligned to personal goals.
- CRP11.** Use technology to enhance productivity.
- CRP12.** Work productively in teams while using cultural global competence.

CRP1. Act as a responsible and contributing citizen and employee

Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good.

CRP2. Apply appropriate academic and technical skills.

Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation

CRP3. Attend to personal health and financial well-being.

Career-ready individuals understand the relationship between personal health, workplace performance and personal well-being; they act on that understanding to regularly practice healthy diet, exercise and mental health activities. Career-ready individuals also take regular action to contribute to their personal financial well-being, understanding that personal financial security provides the peace of mind required to contribute more fully to their own career success.

CRP4. Communicate clearly and effectively and with reason.

Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice, and organization, and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to ensure the desired outcome.

CRP5. Consider the environmental, social and economic impacts of decisions.

Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new

technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the organization.

CRP6. Demonstrate creativity and innovation.

Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.

CRP7. Employ valid and reliable research strategies.

Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.

CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.

Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem. They are aware of problems when they occur and take action quickly to address the problem; they thoughtfully investigate the root cause of the problem prior to introducing solutions. They carefully consider the options to solve the problem. Once a solution is agreed upon, they follow through to ensure the problem is solved, whether through their own actions or the actions of others.

CRP9. Model integrity, ethical leadership and effective management.

Career-ready individuals consistently act in ways that align personal and community-held ideals and principles while employing strategies to positively influence others in the workplace. They have a clear understanding of integrity and act on this understanding in every decision. They use a variety of means to positively impact the directions and actions of a team or organization, and they apply insights into human behavior to change others' action, attitudes and/or beliefs. They recognize the near-term and long-term effects that management's actions and attitudes can have on productivity, morals and organizational culture.

CRP10. Plan education and career paths aligned to personal goals.

Career-ready individuals take personal ownership of their own education and career goals, and they regularly act on a plan to attain these goals. They understand their own career interests, preferences, goals, and requirements. They have perspective regarding the pathways available to them and the time, effort, experience and other requirements to pursue each, including a path of entrepreneurship. They recognize the value of each step in the education and experiential process, and they recognize that nearly all career paths require ongoing education and experience. They seek counselors, mentors, and other experts to assist in the planning and execution of career and personal goals.

CRP11. Use technology to enhance productivity.

Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring new technology. They are proficient with ubiquitous technology applications. They understand the inherent risks-personal and organizational-of technology applications, and they take actions to prevent or mitigate these risks.

CRP12. Work productively in teams while using cultural global competence.

Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural difference to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings

2014 New Jersey Core Curriculum Content Standards - Technology

Content Area		Technology	
Standard		8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.	
Strand		A. Technology Operations and Concepts: <i>Students demonstrate a sound understanding of technology concepts, systems and operations.</i>	
Grade Level bands	Content Statement Students will:	Indicator	Indicator
9-12	Understand and use technology systems.	8.1.12.A.1	Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.
	Select and use applications effectively and productively.	8.1.12.A.2	Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.
		8.1.12.A.3	Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.
		8.1.12.A.4	Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.
		8.1.12.A.5	Create a report from a relational database consisting of at least two tables and describe the process, and explain the report results.
Content Area		Technology	
Standard		8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.	
Strand		B. Creativity and Innovation: <i>Students demonstrate creative thinking, construct knowledge and develop</i>	

		<i>innovative products and process using technology.</i>	
Grade Level bands	Content Statement Students will:	Indicator	Indicator
9-12		8.1.12.B.2	Apply previous content knowledge by creating and piloting a digital learning game or tutorial.
Content Area		Technology	
Standard		8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.	
Strand		C. Communication and Collaboration: <i>Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.</i>	
Grade Level bands	Content Statement	Indicator	Indicator
9-12		8.1.12.C.1	Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.
Content Area		Technology	
Standard		8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.	
Strand		D. Digital Citizenship: <i>Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.</i>	
Grade Level bands	Content Statement	Indicator	Indicator
9-12	Advocate and practice safe, legal, and	8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or

	responsible use of information and technology.		Creative Commons to an original work.
	Demonstrate personal responsibility for lifelong learning.	8.1.12.D.2	Evaluate consequences of unauthorized electronic access (e.g., hacking) and disclosure, and on dissemination of personal information.
		8.1.12.D.3	Compare and contrast policies on filtering and censorship both locally and globally.
	Exhibit leadership for digital citizenship.	8.1.12.D.4	Research and understand the positive and negative impact of one's digital footprint.
		8.1.12.D.5	Analyze the capabilities and limitations of current and emerging technology resources and assess their potential to address personal, social, lifelong learning, and career needs.
Content Area		Technology	
Standard		8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.	
Strand		E: Research and Information Fluency: <i>Students apply digital tools to gather, evaluate, and use information.</i>	
Grade Level bands	Content Statement	Indicator	Indicator
9-12	Plan strategies to guide inquiry. Locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media. Evaluate and select information sources and digital tools based on the appropriateness for specific tasks.	8.1.12.E.1	Produce a position statement about a real world problem by developing a systematic plan of investigation with peers and experts synthesizing information from multiple sources.
		8.1.12.E.2	Research and evaluate the impact on society of the unethical use of digital tools and present your research to peers.

	Process data and report results.		
Content Area	Technology		
Standard	8.1 Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.		
Strand	F: Critical thinking, problem solving, and decision making: <i>Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.</i>		
Grade Level bands	Content Statement Students will:	Indicator	Indicator
9-12	Identify and define authentic problems and significant questions for investigation. Plan and manage activities to develop a solution or complete a project. Collect and analyze data to identify solutions and/or make informed decisions. Use multiple processes and diverse perspectives to explore alternative solutions.	8.1.12.F.1	Evaluate the strengths and limitations of emerging technologies and their impact on educational, career, personal and or social needs.

2014 New Jersey Core Curriculum Content Standards - Technology

Content Area	Technology
Standard	8.2 Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.

Strand		A. The Nature of Technology: Creativity and Innovation <i>Technology systems impact every aspect of the world in which we live.</i>	
Grade Level bands	Content Statement Students will be able to understand:	Indicator	Indicator
9-12	The characteristics and scope of technology.	8.2.12.A.1	Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation.
	The core concepts of technology.	8.2.12.A.2	Analyze a current technology and the resources used, to identify the trade-offs in terms of availability, cost, desirability and waste.
	The relationships among technologies and the connections between technology and other fields of study.	8.2.12.A.3	Research and present information on an existing technological product that has been repurposed for a different function.
Content Area		Technology	
Standard		8.2 Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.	
Strand		B. Technology and Society: <i>Knowledge and understanding of human, cultural and societal values are fundamental when designing technological systems and products in the global society.</i>	
Grade Level bands	Content Statement Students will be able to understand:	Indicator	Indicator
9-12	The cultural, social, economic and political	8.2.12.B.1	Research and analyze the impact of the design constraints (specifications and limits) for a product or technology driven by a cultural, social, economic or

	effects of technology.		political need and publish for review.
	The effects of technology on the environment.	8.2.12.B.2	Evaluate ethical considerations regarding the sustainability of environmental resources that are used for the design, creation and maintenance of a chosen product.
	The role of society in the development and use of technology.	8.2.12.B.3	Analyze ethical and unethical practices around intellectual property rights as influenced by human wants and/or needs.
	The influence of technology on history.	8.2.12.B.4	Investigate a technology used in a given period of history, e.g., stone age, industrial revolution or information age, and identify their impact and how they may have changed to meet human needs and wants.
		8.2.12.B.5	Research the historical tensions between environmental and economic considerations as driven by human needs and wants in the development of a technological product, and present the competing viewpoints to peers for review.
Content Area		Technology	
Standard		8.2 Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.	
Strand		C. Design: <i>The design process is a systematic approach to solving problems.</i>	
Grade Level bands	Content Statement	Indicator	Indicator
	Students will be able to understand:		
9-12	The attributes of design.	8.2.12.C.1	Explain how open source technologies follow the design process.
		8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
	The application of engineering design.	8.2.12.C.3	Analyze a product or system for factors such as safety, reliability, economic considerations, quality control, environmental concerns, manufacturability, maintenance and repair, and human factors engineering (ergonomics).

		8.2.12.C.4	Explain and identify interdependent systems and their functions.
		8.2.12.C.5	Create scaled engineering drawings of products both manually and digitally with materials and measurements labeled.
	The role of troubleshooting, research and development, invention and innovation and experimentation in problem solving.	8.2.12.C.6	Research an existing product, reverse engineer and redesign it to improve form and function.
		8.2.12.C.7	Use a design process to devise a technological product or system that addresses a global problem, provide research, identify trade-offs and constraints, and document the process through drawings that include data and materials.
Content Area		Technology	
Standard		8.2 Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.	
Strand		D. Abilities for a Technological World: <i>The designed world is the product of a design process that provides the means to convert resources into products and systems.</i>	
Grade Level bands	Content Statement Students will understand how to:	Indicator	Indicator
9-12	Apply the design process.	8.2.12.D.1	Design and create a prototype to solve a real world problem using a design process, identify constraints addressed during the creation of the prototype, identify trade-offs made, and present the solution for peer review.
		8.2.12.D.2	Write a feasibility study of a product to include: economic, market, technical, financial, and management factors, and provide recommendations for implementation.
	Use and maintain technological products and systems.	8.2.12.D.3	Determine and use the appropriate resources (e.g., CNC (Computer Numerical Control) equipment, 3D printers, CAD software) in the design, development and creation of a technological product or system.

	Assess the impact of products and systems.	8.2.12.D.4	Assess the impacts of emerging technologies on developing countries.
		8.2.12.D.5	Explain how material processing impacts the quality of engineered and fabricated products.
		8.2.12.D.6	Synthesize data, analyze trends and draw conclusions regarding the effect of a technology on the individual, society, or the environment and publish conclusions.
Content Area		Technology	
Standard		8.2 Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.	
Strand		E. Computational Thinking: Programming: <i>Computational thinking builds and enhances problem solving, allowing students to move beyond using knowledge to creating knowledge.</i>	
Grade Level bands	Content Statement Students will be able to understand:	Indicator	Indicator
9-12	Computational thinking and computer programming as tools used in design and engineering.	8.2.12.E.1	Demonstrate an understanding of the problem-solving capacity of computers in our world.
		8.2.12.E.2	Analyze the relationships between internal and external computer components.
		8.2.12.E.3	Use a programming language to solve problems or accomplish a task (e.g., robotic functions, website designs, applications, and games).
		8.2.12.E.4	Use appropriate terms in conversation (e.g., troubleshooting, peripherals, diagnostic software, GUI, abstraction, variables, data types and conditional statements).

Suggested Activities/Modifications

Below are a list of suggested activities, modifications, accommodations, and enrichment opportunities. This includes, but is not limited to:

1. Activities:

- a. www.watchmojo.com
- b. www.marketingcareeredu.org/sports-marketing
- c. www.workinsports.com/sports/marketing

2. English Language Learners:

- a. Read written instructions
- b. Students may be provided with note organizers/study guides to reinforce key topics.
- c. Model and provide examples
- d. Extended time on assessments when needed.
- e. Establish a non-verbal cue to redirect student when not on task.
- f. Students may use a bilingual dictionary.
- g. Pair Visual Prompts with Verbal Presentations
- h. Highlight Key Words & Phrases

3. Special Education/504 Students:

- a. Students may be provided with note organizers / study guides to reinforce key topics.
- b. Extended time on assessments when needed.
- c. Preferred seating to be determined by student and teacher.
- d. Provide modified assessments when necessary.
- e. Student may complete assessments in alternate setting when requested.

- f. Establish a non-verbal cue to redirect student when not on task.
- g. Maintain strong teacher / parent communication.
- h. Repetition and practice
- i. Pair Visual Prompts with Verbal Presentations
- j. Check Use of Agenda

4. Gifted and Talented Students:

- a. Use of Higher Level Questioning Techniques
- b. Extension/Challenge Questions
- c. Provide Assessments at a Higher Level of Thinking

Interdisciplinary Connections/Global Perspective:

Content Workplace Readiness Skills/Standards as directed by the Core Curriculum Content Standards are infused into the curriculum.

English: Written reports & projects