

Common Core Lesson Plan

Course: Sports & Entertainment Marketing I

Performance Element: Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Performance Indicator 1: Establish relationship with sport/event clients/customers/fans.

Performance Indicator 2: Sell tickets

Objective 4.10: Perform pre-sales activities to facilitate sales presentations

Common Core Reading Standard 5: Analyze how the text structures information or ideas into categories or hierarchies, demonstrating understanding of the information or ideas.

Common Core Writing Standard 6: Use technology, including the Internet, to produce, publish, and update individual or shared writing products in response to ongoing feedback, including new arguments or information.

Activity	Description of Activities
Focus and Review	<ul style="list-style-type: none">Review information from previous objective by having a brief discussion on sales methodologies used in Sports and Entertainment Marketing and preparing sales presentations.Analysis Question: What do you think is the most effective way to promote and sell tickets to a sport or entertainment event?Keep prompting students until they come up with a variety of ways that tickets can be promoted and sold.
Statement of Objectives	Inform the students the purpose of the lesson. By the end of this lesson, students will be familiar with techniques used in establishing relationships with sport/event clients/customers/fans and methods used in selling tickets.
Teacher Input	<ul style="list-style-type: none">After students come up with ideas of how to promote and sell tickets, the teacher will provoke the students to think about what needs to take place before any of these ideas can happen (pre-sale).
Guided Practice	<ul style="list-style-type: none">Students will be given guided notes to follow along or complete during a class discussion as directed by the teacher.After we have reviewed the notes we will discuss effective sales openings that will lead to effectively selling tickets.

	<ul style="list-style-type: none"> • Students may take additional notes or write down ideas that they could use to help them with their independent classwork assignment.
Independent Practice	<ul style="list-style-type: none"> • The teacher will post the article entitled <i>Four Winning Sports Social Media Marketing Campaigns You Can Learn From</i> by Ty Scheiner dated February 15, 2012. • The article could be posted on Blackboard, Edmodo, class or teacher website, etc. • Students will choose 2 of the 4 ticket marketing campaigns, read about them and answer questions written using the analysis, synthesis, and evaluation levels of Revised Blooms Taxonomy. • After students complete the questions, they will create a <i>Social/Mobile Media Ticket Sales Campaign</i> for a new sports team in North Carolina that they create. This project will enhance their understanding of this objective.
Closure	<ul style="list-style-type: none"> • Summarize the importance of how important it is to establish relationships in order to be effective in pre-sale activities in order to sell tickets. • Students will produce detailed answers to questions from the article and a completed ticket sales campaign project.