

# Pacing Guide – Fall 2013- Updated 8/24/2013

## Sports & Entertainment Marketing 1 Course 6670

Aug –					
Aug – 19-23	System Training Day	System Training Day	System Training Day	System Training Day	Workday-R
Aug 26-30 Week 1	First Day Students Welcome, Intro, and Edmodo	1.01 and 1.02 DECA	1.03 - Acquire information about the sport/event industry to aid in making career choices.	1.03 - Acquire information about the sport/event industry to aid in making career choices.	Foundation Marketing Functions
Sept 2-6 Week 2	Labor Day Holiday	Foundation Marketing Functions	Foundation Market Segmentation	Foundation Marketing Mix	Foundation Marketing Mix
Sept 9-13 Week 3	Foundation Marketing Mix	Catch Up Day	1.04 - Employ product mix strategies to meet customer expectations.	1.04 - Employ product mix strategies to meet customer expectations.	1.05 - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
Sept 16-20 Week 4	1.05 - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer	1.06 - Position product/services to acquire desired business image.	1.06 - Position product/services to acquire desired business image.	1.07 - Employ sales-promotion activities to inform or remind customers of business/product.	1.07 - Employ sales-promotion activities to inform or remind customers of business/product.
Sept 23-27 Week 5	1.07 - Employ sales-promotion activities to inform or remind customers of business/product.	1.08 - Resolve conflicts with/for customers to encourage repeat business.	1.08 - Resolve conflicts with/for customers to encourage repeat business.	1.09 - Process the sale to complete the exchange.	1.09 - Process the sale to complete the exchange.
Sept 30 - Oct 4 Week 6	1.10 - Employ sales-promotion activities to inform or remind customers of business/product.	1.10 - Employ sales-promotion activities to inform or remind customers of business/product.	Unit 1.00 Exam	2.01 - Implement organizational skills to improve efficiency and workflow.	2.01 - Implement organizational skills to improve efficiency and workflow.
Oct 7-11 Week 7	2.01 - Implement organizational skills to improve efficiency and workflow.	2.02 - Utilize project-management skills to improve workflow and minimize costs.	2.02 - Utilize project-management skills to improve workflow and minimize costs.	2.03 - Acquire foundational knowledge of marketing-information management to understand its nature and scope.	2.04 - Understand data-collection methods to evaluate their appropriateness for the research problem/issue.
Oct 14-18 Week 8	2.05 - Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.	2.06 - Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	2.06 - Understand data-collection methods to evaluate their appropriateness for the research problem/issue.	3.02 – Explain the economics of fashion	3.02 – Explain the economics of fashion
Oct 21-25 Week 9	3.02 – Explain the economics of fashion	3.02 – Explain the economics of fashion <b>All Make Up Work Due</b>	3.01 - Select target market appropriate for product/business to obtain the best return on marketing investment.	3.01 - Select target market appropriate for product/business to obtain the best return on marketing investment.	Midterm Exam
Oct 28-Nov 1 Week 10	Workday-R	3.02 - Understand promotional channels used to communicate with targeted audiences.	3.02 - Understand promotional channels used to communicate with targeted audiences.	3.02 - Understand promotional channels used to communicate with targeted audiences.	3.03 - Understand the use of an advertisement's components to communicate with targeted audiences.
Nov 4-8 Week 11	3.03 - Understand the use of an advertisement's components to communicate with targeted audiences.	3.04 - Understand the use of direct marketing to attract attention and to build brand.	3.04 - Understand the use of direct marketing to attract attention and to build brand.	3.05 - Develop content for use in marketing communications to create interest in product/business/idea.	3.06 - Understand the use of direct marketing to attract attention and to build brand.
Nov 11-15 Week 12	Holiday	3.06 - Understand the use of direct marketing to attract attention and to build brand.	3.07 - Develop content for use in marketing communications to create interest in product/business/idea.	3.07 - Develop content for use in marketing communications to create interest in product/business/idea.	3.08 - Manage media planning and placement to enhance return on marketing investment
Nov 18-22 Week 13	3.08 - Manage media planning and placement to enhance return on marketing investment	3.08 - Manage media planning and placement to enhance return on marketing investment	Unit 3.00 Exam	4.01 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	4.02 - Employ sales-promotion activities to inform or remind customers of business/product.
Nov 25-29 Week 14	4.03 - Utilize publicity to inform stakeholders of business activities.	4.04 – Employ sales promotion activities to inform or remind customers of business/product.	Thanksgiving Holiday	Thanksgiving Holiday	Thanksgiving Holiday
Dec 2-6 Week 15	4.05 – Position company to acquire desired business image.	Guest Speaker	4.06 – Employ sales promotion activities to inform or remind customers of business/product.	4.07 – Develop a foundational knowledge of pricing to understand its role in marketing.	4.07 – Develop a foundational knowledge of pricing to understand its role in marketing.
Dec 9-13 Week 16	4.07 – Develop a foundational knowledge of pricing to understand its role in marketing.	4.08 – Employ sales promotion activities to inform or remind customers of business/product.	4.08 – Employ sales promotion activities to inform or remind customers of business/product.	4.09 – Perform pre-sales activities to facilitate sales presentations.	4.10 – Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Dec 16-20 Week 17	Projects	Projects	Projects	Projects	Holiday
Dec 23-27 Week 18	Holiday	Holiday	Holiday	Holiday	Holiday
Dec 30-Jan 3 Week 19	Holiday	Holiday	Holiday	Projects	Projects
Jan 6-10 Week 20	Projects	Projects	Presentations	Presentations	Review
Jan 13-17 Week 21	Exams	Exams	Exams	Exams	Exams

**\*Subject to change – check for revisions on Edmodo**