



Gasconade R-2

Objective Course Curriculum Report for: Sports and Entertainment Marketing - Eleventh Grade

Generated on 11/23/2015

Name

Sports and Entertainment Marketing Objective 1

Unit Objective

The student will market a product.

Created By

System

Creation Date

5/19/2013 7:16:25 PM +00:00

Modified By

System

Modification Date

11/19/2013 8:23:06 PM +00:00

Sequence

1

Assessment Methods

Essential Questions

Course

Sports and Entertainment Marketing

Unit

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

Research-based Instructional Strategies

Supporting Resources

Correction Exercise

Enrichment Exercise for Accelerated Learners

Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

Missouri School Improvement Program

Show-Me Standards

Grade and Course Level Standards

Common Core Standards

Version

1

Files

Date Range

Other Standards

Other Diverse Learners

Students Self-Reflection About Personal Goals

Use of Technology

Guiding Questions

Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Sports and Entertainment Marketing Objective 2

Unit Objective

The student will explore the sports market.

Created By

System

Creation Date

5/19/2013 7:16:25 PM +00:00

Modified By

System

Modification Date

11/19/2013 4:15:28 PM +00:00

Sequence

2

Assessment Methods

Essential Questions

Course

Sports and Entertainment Marketing

Unit

S & E Marketing 2

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

Learning Activity

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Remediation for Struggling Learners

English Language Learner

District Defined

Objective is A+

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Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Sports and Entertainment Marketing Objective 3

Unit Objective

The student will create a new product.

Created By

System

Creation Date

5/19/2013 7:16:25 PM +00:00

Modified By

System

Modification Date

11/19/2013 6:34:51 PM +00:00

Sequence

3

Assessment Methods

Essential Questions

Course

Sports and Entertainment Marketing

Unit

S & E Marketing 3

Objective used to assess students

Formative Assessment Activities

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Learning Activity

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English Language Learner

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Objective is A+

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Guiding Questions Depth of Knowledge

Summative Assessment Activities

Summative Correction Exercise

Family and Community Involvement

Name

Sports and Entertainment Marketing Objective 4

Unit Objective

The student will evaluate the benefits of branding and licensing.

Created By

System

Creation Date

5/19/2013 7:16:25 PM +00:00

Modified By

System

Modification Date

11/19/2013 5:34:14 PM +00:00

Sequence

4

Assessment Methods

Essential Questions

Course

Sports and Entertainment Marketing

Unit

S & E Marketing 4

Objective used to assess students

Formative Assessment Activities

Depth of Knowledge

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Research-based Instructional Strategies

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Guiding Questions Depth of Knowledge

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Family and Community Involvement

Name

Sports and Entertainment Marketing Objective 5

Unit Objective

The student will create a promotional mix.

Created By

System

Creation Date

5/19/2013 7:16:26 PM +00:00

Modified By

System

Modification Date

11/19/2013 3:05:09 PM +00:00

Sequence

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Assessment Methods

Essential Questions

Course

Sports and Entertainment Marketing

Unit

S & E Marketing 5

Objective used to assess students

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Name

Sports and Entertainment Marketing Objective 6

Unit Objective

The student will explore the entertainment market.

Created By

System

Creation Date

5/19/2013 7:16:26 PM +00:00

Modified By

System

Modification Date

11/19/2013 8:11:25 PM +00:00

Sequence

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Assessment Methods

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Sports and Entertainment Marketing

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S & E Marketing 6

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Guiding Questions Depth of Knowledge

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Summative Correction Exercise

Family and Community Involvement

Name

Sports and Entertainment Marketing Objective 7

Unit Objective

The student will investigate promotions for entertainment using merchandising, endoresements, and sponsorships.

Created By

System

Creation Date

5/19/2013 7:16:26 PM +00:00

Modified By

System

Modification Date

11/19/2013 5:16:35 PM +00:00

Sequence

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Assessment Methods

Essential Questions

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Sports and Entertainment Marketing

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S & E Marketing 7

Objective used to assess students

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