

# Common Core Alignment



**eDynamic**Learning

CAREER & ELECTIVE COURSES



## Sports and Entertainment Marketing (eDL)

Common Core Standards for Reading and Writing

### Course Description

Have you ever wished to play sports professionally? Have you dreamed of one day becoming an agent for a celebrity entertainer? If you answered yes to either question, then believe it or not, you've been fantasizing about entering the exciting world of sports and entertainment marketing. Although this particular form of marketing bears some resemblance to traditional marketing, there are many differences as well—including a lot more glitz and glamour! In this course, you'll have the opportunity to explore basic marketing principles and delve deeper into the multi-billion dollar sports and entertainment marketing industry. You'll learn about how professional athletes, sports teams, and well known entertainers are marketed as commodities and how some of them become billionaires as a result. If you've ever wondered about how things work behind the scenes of a major sporting event such as the Super Bowl or even entertained the idea of playing a role in such an event, then this course will introduce you to the fundamentals of such a career.

### Course Units

- Unit 1: Basic Principles of Marketing
- Unit 2: Introduction to Sports and Entertainment Marketing
- Unit 3: Principles of Effective Sports and Entertainment Marketing in the 21st Century
- Unit 4: Diversity and Demographics
- Unit 5: Event Marketing
- Unit 6: Product Marketing
- Unit 7: Sponsorships and Endorsements
- Unit 8: Finances
- Unit 9: Careers in Sports and Entertainment Marketing
- Unit 10: Societal and Cultural Influences



# Sports and Entertainment Marketing (eDL)

Common Core Standards for Reading and Writing

## Common Core Standards for Writing

Course Unit(s)

### Text Types and Purposes<sup>1</sup>:

CCRA.W.1:	Write arguments to support claims in an analysis of substantive topics or texts using valid reasoning and relevant and sufficient evidence.	Present throughout
CCRA.W.2	Write informative/explanatory texts to examine and convey complex ideas and information clearly and accurately through the effective selection, organization, and analysis of content.	Present throughout
CCRA.W.3	Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details and well-structured event sequences.	1, 9

### Production and Distribution of Writing:

CCRA.W.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.	Present throughout
CCRA.W.5	Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach.	Present throughout
CCRA.W.6	Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.	Present throughout

### Research to Build and Present Knowledge:

CCRA.W.7	Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.	2
CCRA.W.8	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.	Present throughout
CCRA.W.9	Draw evidence from literary or informational texts to support analysis, reflection, and research.	Present throughout

### Range of Writing:

CCRA.W.10	Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.	Present throughout
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## Common Core Standards for Reading

Course Unit(s)

### Key Ideas and Details:

CCRA.R.1	Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.	Present throughout
CCRA.R.2	Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.	Present throughout
CCRA.R.3	Analyze how and why individuals, events, or ideas develop and interact over the course of a text.	2

### Craft and Structure:

CCRA.R.4	Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.	Present throughout
CCRA.R.5	Analyze the structure of texts, including how specific sentences, paragraphs, and larger portions of the text (e.g., a section, chapter, scene, or stanza) relate to each other and the whole.	Present throughout
CCRA.R.6	Assess how point of view or purpose shapes the content and style of a text.	1



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### Common Core Standards for Reading

Course Unit(s)

Integration of Knowledge and Ideas:		
CCRA.R.7	Integrate and evaluate content presented in diverse media and formats, including visually and quantitatively, as well as in words. <sup>1</sup>	Present throughout
CCRA.R.8	Delineate and evaluate the argument and specific claims in a text, including the validity of the reasoning as well as the relevance and sufficiency of the evidence.	5
CCRA.R.9	Analyze how two or more texts address similar themes or topics in order to build knowledge or to compare the approaches the authors take.	3
Range of Reading and Level of Text Complexity:		
CCRA.R.10	Read and comprehend complex literary and informational texts independently and proficiently.	Present throughout

### Course Units

(including all Lessons, Labs, and Course Work)

### Common Core Standards Summary

(R = Reading, W = Writing)

Unit 1: Basic Principles of Marketing	CCRA.W.1, CCRA.W.2, CCRA.W.3, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.6, CCRA.R.7, CCRA.R.10
Unit 2: Introduction to Sports and Entertainment Marketing	CCRA.W.1, CCRA.W.2, CCRA.W.4, , CCRA.W.5, CCRA.W.6, CCRA.W.7, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.3, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 3: Principles of Effective Sports and Entertainment Marketing in the 21st Century	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.9, CCRA.R.10
Unit 4: Diversity and Demographics	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 5: Event Marketing	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.8, CCRA.R.10
Unit 6: Product Marketing	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 7: Sponsorships and Endorsements	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 8: Finances	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 9: Careers in Sports and Entertainment Marketing	CCRA.W.1, CCRA.W.2, CCRA.W.3, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10
Unit 10: Societal and Cultural Influences	CCRA.W.1, CCRA.W.2, CCRA.W.4, CCRA.W.5, CCRA.W.6, CCRA.W.8, CCRA.W.9, CCRA.W.10, CCRA.R.1, CCRA.R.2, CCRA.R.4, CCRA.R.5, CCRA.R.7, CCRA.R.10