

Wyoming Department of Education Required Virtual Education Course Syllabus

BIG HORN COUNTY SCHOOL DISTRICT #1

Program Name	WYCA	Content Area	Vocational Education
Course ID	CAOT78550	Grade Level	9, 10, 11, 12
Course Name	Sports Management	# of Credits	0.5
SCED Code	12099G0.5011	Curriculum Type	Connections Academy

COURSE DESCRIPTION

This course will introduce you to the fast-growing field of sports management. You will explore topics such as sports marketing, branding, ticket sales, public relations, broadcasting, and breaking into the business of sports management. This course will also discuss the role of sports in society and the importance of an ethical approach to sports management.

WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK
CV12.1.1	College and career-ready students evaluate current knowledge and interests in order to set career goals.
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.3	College and career-ready students prepare an educational and career plan to enable them to gain desired knowledge and experience.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.3	College and career-ready students work productively in teams while using cultural global competence.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.3	College and career-ready students employ valid and reliable research strategies and apply prior knowledge to solve a problem or complete a project.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.
CV12.4.4	College and career-ready students precisely follow a complex multistep procedure when performing technical tasks. (*Adapted from CCSS RL.9.3)
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.
CV12.5.2	College and career-ready students productively complete tasks taking constraints, priorities and resources into account.
CV12.5.3	College and career-ready students safely and ethically use current industry-standard tools and emerging technologies.
CV12.5.4	College and career-ready students utilize technology to develop innovative solutions or products.

SCOPE AND SEQUENCE

UNIT OUTLINE	STANDARD#	OUTCOMES
<p>Unit 1: Introduction to Sports Management</p> <p>This unit will serve as an introduction to the entire course. You will be introduced to basic terms and phrases associated with sports management. You will also learn the differences between leagues and levels of play, key roles in front offices, revenue for teams, the relationship between teams and the facilities they play in, and most importantly, what sports management is in industry terms.</p>	<p>CV12.1.2, CV12.2.1, CV12.2.2, CV12.2.4, CV12.3.1, CV12.3.3, CV12.3.4, CV12.4.1, CV12.4.2, CV12.4.3, CV12.5.1, CV12.5.2</p>	<ul style="list-style-type: none"> • Demonstrate a basic understanding of the role and importance of sports management • Understand the organization of leagues and professional sports teams • Identify and understand the importance of various revenue streams for sports teams • Describe facility and event management
<p>Unit 2: Sports Marketing and Sales</p> <p>In this unit you will become more familiar with sports marketing, brand management, and the major revenue streams of ticketing and sponsorship. Additionally, you will learn about pricing of those revenue streams, how they are promoted, and what profit margins are involved.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.3.4, CV12.4.1, CV12.4.2, CV12.4.3, CV12.5.2, CV12.5.3, CV12.5.4</p>	<ul style="list-style-type: none"> • Understand the importance of brand management and loyalty • Describe what makes a successful marketing campaign, and list its components • Explain the importance of sponsorship to sports teams • Understand the ticketing process

<p>Unit 3: Media and Public Relations This unit will illustrate the role the media plays in sports management and the relationship between the media and sports franchises. You will learn how teams work with various forms of media to communicate with the public. Lastly, you will learn the importance of public relations in sports management and why it is one of the most important aspects of sports management. You may not hear much about the role of public relations in sports, but it is one of the most important aspects of sports management.</p>	<p>CV12.1.3, CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.3.4, CV12.4.1, CV12.4.2, CV12.4.3, CV12.5.1, CV12.5.2, CV12.5.3, CV12.5.4</p>	<ul style="list-style-type: none"> • Describe the role the media plays in sports management and the media’s relationship with teams and players • Explain the various mediums and outlets available to teams and how they differ based on the market and level of play • Create a social media public relations campaign • Recognize why teams have their own broadcasters
<p>Unit 4: Ethics in Sports Management This unit will demonstrate why ethical business practices are important for sports franchises. Additionally, you will learn how a team's actions, policies, and business practices can impact its local community, both fans and non-fans alike.</p>	<p>CV12.1.1, CV12.1.2, CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.3.4, CV12.4.1, CV12.4.2, CV12.4.3, CV12.5.1, CV12.5.2, CV12.5.3, CV12.5.4</p>	<ul style="list-style-type: none"> • Describe the role and importance of ethics to sports management • Identify the relationship between the law and ethics in sports • Explain how ethics in sports affects the community
<p>Unit 5: Careers in the Sports Industry In this unit you will learn the most common ways to start a career in sports management. You will also learn the financial and workload realities of working in the industry. Lastly, you will learn how to prepare yourself and differentiate yourself to be more attractive as a potential employee.</p>	<p>CV12.1.1, CV12.1.2, CV12.1.3, CV12.1.4, CV12.2.1, CV12.2.4, CV12.3.2, CV12.4.1, CV12.5.2, CV12.5.3,</p>	<ul style="list-style-type: none"> • Identify ways to break into the sports industry • Discuss careers in sports management