

**MONTGOMERY TOWNSHIP BOARD OF EDUCATION**  
**2014-15 BUDGET**  
**NEW PROGRAMS**

BUILDING/DEPT: Montgomery High School / Business Department

PROGRAM DESCRIPTION:

Course Name: Sports & Entertainment Marketing

Sports and Entertainment Marketing is an exciting, student-driven course designed for students who are interested in pursuing a career in business as well as the sports and entertainment industries. This course will emphasize some of the core concepts in marketing/business as they pertain to these two competitive industries. Some of these core concepts include: market research, corporate sponsorship, endorsements, target marketing, etc. Students will develop critical thinking, decision making, and communication skills utilizing real world applications. This course would be extremely beneficial for any student looking to pursue a major in business and an eventual career in business.

Guest speakers, case studies, field trips, videos and computer integrated activities will be incorporated into the class. Furthermore, students will consistently use various documents, books, videos, and technology in order to stay abreast of current events in the sports and entertainment world as well as supplement the material being discussed in class.

Utilizing a project based, student driven curriculum, M.H.S. students will gain an appreciation for business, ultimately realizing how significant these concepts are to all careers as well as their individual lives. Outside of the normal classroom activities, students will get the opportunity to listen to a wide variety of guest speakers from the sports and entertainment industries, examine case studies, and visit various sports and entertainment venues, thus, supplementing all of the core concepts that are being discussed in class.

STATEMENT OF NEEDS:

As one of the top performing high schools in New Jersey, we are severely deficient in the area of business education, only offering three true business courses. Comparable schools such as Princeton High School currently offer three times as many business courses as Montgomery H.S. Furthermore, in a 2009-2010 study by the Institute of Education Sciences, of the 1,650,000 bachelor's degrees conferred, 358,000 were in business. Of all the majors offered and conferred throughout the country, 22% are in business. Consequently, we are doing our students a disservice by not offering them the opportunity to explore what is arguably one of the country's most popular career areas/majors. Montgomery students, junior entrepreneurs and business owners in their own right, will benefit greatly from taking core business courses while here at Montgomery High School. These concepts are extremely important, as they are going to be applicable to all of our students, regardless of their chosen major/career path.

Finally, it is a requirement of M.H.S. that all students have at least 5 credits in career based applications. In order for our students to be able to fulfill these requirements, it is imperative that we offer enough career based electives.

Detailed Budget of New Program

Description	Account Number	Cost
Sports & Entertainment Marketing (Glencoe)	Textbooks	\$1300.20 (includes Shipping)
Virtual Business: Sports & Entertainment 2.0 Site License <a href="http://www.knowledgematters.com/business-simulations/virtual-business-sports/">http://www.knowledgematters.com/business-simulations/virtual-business-sports/</a>		\$1495.00
Street and Smith's Sports Business Journal (1 year subscription, 49 Issues) <a href="https://www.sportsbusinessdaily.com/Subscribe/Subscribe-To-SportsBusiness-Journal.aspx">https://www.sportsbusinessdaily.com/Subscribe/Subscribe-To-SportsBusiness-Journal.aspx</a>		\$264.00

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Proposed Reallocation of resources in order to fund this proposal:

Basic Accounting, a class that has had a steady decrease in numbers the last few years will be phased out to make room for Sports & Entertainment Marketing.

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Submitted by \_\_\_\_\_