



REACH & TEACH CONCERT EVENT

Mrs. Bown~Youth Entrepreneurs~Spring 2020

[Intro Video](#)

Lesson #1

ABOUT

- It's no secret music has been known to reduce stress and improve mental health. Thousands of studies have been conducted to determine the effects of music. The majority of which have shown the positive effects music can have on our lives. Listening to music is a favorite pastime that many teenagers enjoy on a daily basis. However, attending a concert is not nearly as common. Listening to live music is a completely different experience. This experience has the ability to awaken your spirit and change your life, especially when the music is something you love.
- This unit will examine how basic marketing principles are used in the entertainment industry. Students will use the knowledge gained from this unit to determine which basic marketing principles can be used to successfully promote a concert.

OBJECTIVES

Upon completion of this lesson, students will develop the skills through which they may:

- Understand the importance of setting personal, professional and financial goals.
- Gain motivation to set personal, professional and financial goals.
- Analyze example goals and their compliance with SMART techniques.
- Develop goals pertaining to the culminating activity (concert on campus) using SMART techniques.

HOW MANY
CONCERTS HAVE YOU
ATTENDED?



ACTIVITY

Understand the importance of and gain motivation to set personal, professional and financial goals:

- Using Handout 1-[KWL Chart](#).
- Read the following article and complete the KWL Chart regarding Stephen Curry's success in the NBA.

“Success Is Not An Accident: What Sports Business Millennials Can Learn From NBA MVP Stephen Curry”
written by Mark J. Burns

<https://www.forbes.com/sites/markjburns/2015/06/13/success-is-not-an-accident-what-sports-business-millennials-can-learn-from-nba-mvp-stephen-curry-2/#149d725815fb>