



Sports Career Consulting - Michael Jordan, Inc.

In this lesson, you will learn to:

- Recognize how Michael Jordan and the Dream Team helped grow the popularity of basketball and the NBA
- Define brand
- Recognize the concept of ambush marketing
- Explain the characteristics that influence brand value
- Define product endorsement
- Explain what characteristics a brand looks for when identifying the right athlete or celebrity to endorse their products or services

Resources	Questions
<p>1 Discussion Prompts</p> <p>Discuss these questions with your classmates or with a partner.</p>	<p style="text-align: right;"><i>Estimated time: 5 mins</i></p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> Identify factors that contributed to the growth of the sports and entertainment industry. <ul style="list-style-type: none"> • Increase in numbers of those participating in sports and entertainment • Increase in numbers of those following sports and entertainment • Increase in sports/entertainment offerings • Attendance increases had an enormous influence on the size and scope of the sports and entertainment business industry • Media coverage of sports and entertainment has grown significantly in the past half-century, placing athletes and entertainers in the public eye with incredible frequency • The international marketplace continues to provide a platform for driving sales of sports and entertainment products and services Discuss the impact specific individuals had on the evolution of the industry. <p>Phil Knight</p> <ol style="list-style-type: none"> Founder of Nike, Inc. Named the “Most Powerful Man in Sports” by The Sporting News in 1992 Started by selling running shoes from the trunk of his car Grew Nike to a multi-billion-dollar company with effective marketing strategies, primarily by luring top athletes (such as Michael Jordan and Tiger Woods) to endorse Nike products <p>Michael Jordan</p> <ol style="list-style-type: none"> Responsible for the emergence of athlete/shoe company partnerships because of successful marketing and sales of Nike sneakers Marketed as “Air Jordan” Helped the National Basketball Association (NBA) gain recognition as a global product because of his worldwide appeal and the marketing efforts of the league In 1998, Fortune Magazine estimated that Jordan alone generated \$9.9 billion for the economy Starred in the movie Space Jam in 1996 with Bugs Bunny

	<p>f. Still brings in roughly \$80 million in endorsement deals a year - even though he hasn't set foot on a court in a decade</p> <p>3. Define brand. is the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition</p> <p>4. Why do you think leagues like the NBA, MLB, MLS, NFL, and NHL all are engaged in efforts to build their brands internationally? Why do you think each league might be targeting specific markets (like NBA in China and Africa, MLB in India, Japan or Australia and NFL in England and Mexico City)? What are the advantages of doing so? Disadvantages? STUDENT ANSWERS WILL VARY</p>
<p>STUDENT DISCUSSION</p> <p>2</p> <p>MICHAEL JORDAN BTN PPT</p> <p>Supplemental PPTs LESSON 1.2 PPT LESSON 1.4 PPT LESSON 6.1 PPT LESSON 8.4 PPT LESSON 8.6 PPT Use these PPT to refer to content material</p>	<p><i>Estimated time: 30 mins</i></p> <p>1. How do you think the “Dream Team” helped the NBA to establish a global brand? STUDENT ANSWERS WILL VARY</p> <p>2. How did the “Dream Team” help the league, overall, to grow? STUDENT ANSWERS WILL VARY</p> <p>3. Do you think the impact the “Dream Team” had would be as big as if Michael Jordan had not participated? Why? STUDENT ANSWERS WILL VARY</p> <p>4. What is ambush marketing? occurs when one brand pays to become an official sponsor of an event and other competing brands attempt to connect with the same event, without paying direct sponsorship fees Why did Michael Jordan cover up the Reebok logo on the team’s uniforms with the American Flag on the podium as the team accepted the gold medal? STUDENT ANSWERS WILL VARY</p> <p>5. What is a brand? is the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition</p>
<p>EXPANDED STUDENT DISCUSSION</p> <p>3</p>	<p><i>Estimated time: 45 mins</i></p> <p>6. Is Michael Jordan a brand? The NBA? The Chicago Bulls? Nike? Dream Team? All of the above would be considered brands.</p> <p>7. What is brand awareness? The process of working toward maximizing recognition of a particular brand Brand equity? The value placed on a brand by consumers Brand image? Consumer perceptions linked to a brand Brand loyalty? Consumer preference for a brand as compared to competitor products or services</p> <p>8. How might these characteristics influence a brand’s value? Brand loyalty? STUDENT ANSWERS WILL VARY</p> <p>9. How do you think these characteristics impact the value of the Jordan Brand? STUDENT ANSWERS WILL VARY</p> <p>10. What is product endorsement? A partnership between an athlete or entertainer and a company in which the athlete or entertainer receives compensation in return for their support and approval of a company product or service</p>

	<p>11. What is a “Q Score” and “N-Score” and why is it important to a brand who is considering an athlete to endorse its products and services? Metrics that measure the familiarity and appeal of personalities in a variety of categories to determine targeted audience attraction</p> <p>12. What characteristics do you think a brand looks for in trying to find the right athlete to promote their products and services?</p> <ul style="list-style-type: none"> • Background checks • Discussion with celebrities to determine levels of commitment • Development of a contract and having each party carefully review the terms • Familiarizing the celebrity with the product or service in which they will endorse • Marketers can refer to a prospective endorsers’ “q score” to determine the individual celebrity’s marketing potential <p>13. Do you think there are any risks associated with endorsement? STUDENT ANSWERS WILL VARY</p> <p>14. We learn in ‘The Last Dance’ that Michael Jordan turned down offers to endorse certain brands. Why do you think he turned them down? STUDENT ANSWERS WILL VARY</p>
<p>4 CHECK COMPREHENSION</p>	<p style="text-align: right;"><i>Estimated time: 15 mins</i></p> <p>1. _____ describes a company’s or event’s efforts to develop a personality and make its products or services different from the competition.</p> <p>a. Merchandising b. Branding c. Licensing d. None of the above</p> <p>2. The branding process consists of _____. a. Brand awareness b. Brand image c. Brand equity d. All of the above</p> <p>3. List three guidelines to developing a successful brand.:</p> <ul style="list-style-type: none"> • Positive, distinctive and generates positive feelings and association • Easy to remember and pronounce • Logo easily recognized • Implies product benefits • Consistent with image of other products, company/organization and/or city • Legal and ethical <p>4. TRUE or FALSE. Ambush marketing occurred at the 1992 Olympics when Nike sponsored Michael Jordan covered the Reebok logo on his apparel with the American flag during the gold medal ceremonies.</p> <p>5. Ambush marketing strategies could include _____. a. Purchasing advertisements at a competitor’s event b. Investing in naming rights for an event c. Participating as an event’s presenting sponsor d. All of the above</p>