

Name: _____ Lessons 1.2 & 1.4, Lesson 6.1, Lessons 8.4 & 8.6



Class Period: _____

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><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. Identify factors that contributed to the growth of the sports and entertainment industry. 2. Discuss the impact specific individuals had on the evolution of the industry. 3. Define brand. 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?
<p>STUDENT DISCUSSION</p> <p>2</p> <p>MICHAEL JORDAN BTN PPT</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. How do you think the “Dream Team” helped the NBA to establish a global brand? 2. How did the “Dream Team” help the league, overall, to grow? 3. Do you think the impact the “Dream Team” had would be as big as if Michael Jordan had not participated? Why? 4. What is ambush marketing? 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? 5. What is a brand?

3

6. Is Michael Jordan a brand? The NBA? The Chicago Bulls? Nike? Dream Team?
7. What is brand awareness? Brand equity? Brand image? Brand loyalty?
8. How might these characteristics influence a brand's value? Brand loyalty?
9. How do you think these characteristics impact the value of the Jordan Brand?
10. What is product endorsement?
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?
12. What characteristics do you think a brand looks for in trying to find the right athlete to promote their products and services?
13. Do you think there are any risks associated with endorsement?
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?

4 CHECK COMPREHENSION

Estimated time: 15 mins

1. _____ describes a company's or event's efforts to develop a personality and make its products or services different from the competition.
 - a. Merchandising
 - b. Branding
 - c. Licensing
 - d. None of the above
2. The branding process consists of _____.
 - a. Brand awareness
 - b. Brand image
 - c. Brand equity
 - d. All of the above
3. List three guidelines to developing a successful brand.:
 - a. _____
 - b. _____
 - c. _____
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.
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