



Sports Career Consulting Teacher Lesson Plan Guide – Themed Sneakers

In this lesson, you will learn:

- Describe industry trends
- Provide an example of how an organization may track shifts in industry trends
- Describe the concept of supply and demand
- Recognize the trend of themed and collaboration sneakers and how brands might benefit from that trend

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p><i>Estimated time: 5 mins</i></p> <p>1 Discuss these questions with your classmates or with a partner.</p> <p>SEE INDUSTRY TRENDS- THEMED SNEAKER ACTIVITY RUBRIC</p>	<p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. Why do you think brands like Nike or Vans create themed and collaboration sneakers? 2. Can you think of an example of a themed or collaboration sneaker? 3. Why do you think brands typically only offer themed and collaboration sneakers in limited quantities? 4. Do you expect this trend to continue or do you think consumers will eventually get bored of the idea of themed and collaboration sneaker releases? 5. What is a “secondary” market? 6. Why do you think brands typically price themed sneakers and collaborations lower than \$200 knowing how much they will end up selling for on the secondary market? 7. What is the difference between a themed sneaker and a collaboration? Why might it matter?
<p>STUDENT LEARNING</p> <p>2</p> <p><u>Industry Trends – Lesson 3.4 in your textbook</u></p> <p>Students should read lesson 3.4 in our textbook (SCC’s The Business of Sports & Entertainment) to learn about the concept of industry trends.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. What are industry trends? Industry trends are patterns that occur within a specific industry as they relate to pricing, costs, consumer behavior, manufacturing, promotions/sales strategies, distribution channels or any function of marketing. 2. Why is it important for industry professionals to monitor industry trends? Understanding trends allows for companies to react in ways that drive sales and consumer engagement 3. What is an example of a shift in industry trends? <ul style="list-style-type: none"> • Customer buying patterns • Consumer preferences / distastes • Effective marketing techniques • Product and/or service modifications • New technology • Efficient communication tools

	<ol style="list-style-type: none"> 4. What is an example of how marketers might track industry trends? <ul style="list-style-type: none"> • Monitor sports and entertainment news online • Read trade or business magazines, journals, websites or newsletters • Consider the marketing efforts involved when attending competitor events • Attend sports/entertainment business conventions, exhibitions and events • Obtain research from sports/entertainment marketing firms • Observe activity of competitors • Communicate with others within the industry 5. Why do brands typically offer themed or collaboration sneakers in limited quantities? <ul style="list-style-type: none"> • PR advantages – builds hype and buzz for the brand • Low supply creates high demand, exclusivity can drive popularity
<p>STUDENT ACTIVITY</p> <p>3</p> <p>SEE INDUSTRY TRENDS-THEMED SNEAKERS ACTIVITY RUBRIC</p>	<p style="text-align: right;"><i>Suggested estimated time: 120 minutes</i></p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. Pick your favorite shoe brand and imagine you are a designer for the company. 2. Produce a theme, or collaboration idea, for a limited-edition sneaker release. 3. Sketch a mock-up design for the themed or collaboration sneaker 4. Develop a presentation that establishes a marketing plan that corresponds with the sneaker's release <p>Your presentation should include the following:</p> <ul style="list-style-type: none"> • Identification of the brand for which you are designing a limited-edition themed/collaboration sneaker (Nike, Puma, adidas etc.) • Description of the theme/collaboration and any additional product details (materials, design elements, packaging etc) and explanation of why you chose to design a themed sneaker rather than a collaboration • Identification of a target consumer and explanation on why they will want the shoe • Price point for the shoe and explanation of how you determined how much you will charge • Decision on how many pairs of these sneakers will be available (and why) • Description of your distribution strategy (online vs. retail, limited markets vs. global release etc.) • Sketch of design of both the outside and inside of the shoe • Communications strategy: How will consumers know about the release and what why will they want the sneaker? • Customer service plan: Will you allow returns? How will you respond to consumers who weren't able to purchase the product because of limited inventory?