

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 10 Student Notes Guide: Game Operations & Entertainment

OVERVIEW

Unit ten discusses the importance of game operations and game entertainment. The fundamental concept of game operations and entertainment is the way “breaks” in an event or game (half-time, time-outs etc.) are perceived by sports marketer as “opportunities”. The game operations process begins before any of the games are played when sports marketers identify the additional entertainment that will be added to the event to keep the audience involved and entertained.

OBJECTIVES

- 1) Describe the concept of the fan/spectator experience
 - 2) Define the term game operations
 - 3) Identify five elements of game entertainment
 - 4) Explain what is meant by “game attractiveness” and how it influences attendance
 - 5) Explain why game operations are important to a sports organization
 - 6) Describe the relationship between game operations and other functions of the organization
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LESSONS

Lesson 10.1 The Spectator (Fan) Experience

Lesson 10.2 What are Game Operations?

Lesson 10.3 The Role of Game Operations in Sports Marketing

KEY TERMS

Game Attractiveness

Game Operations

Lesson 10.1

The Spectator (Fan) Experience

What is the spectator or fan experience?

When does the spectator or fan experience begin?

1.

2.

3.

How do organizations manage, control and enhance the fan experience?

1.

Example(s):

2.

Example(s):

3.

Example(s):

Lesson 10.2

What are Game Operations?

Define **game operations**

When does the game operations process begin?

What are some of the elements of game entertainment?

- 1.
- 2.
- 3.
- 4.
- 5.

The role of game entertainment in the sports business model is two-fold

- 1.
- 2.

To execute and implement each element of the game operations plan, an organization typically has a _____ in place

Why are game operations important?

Successful game operations can help the organization achieve its goals by:

- 1.
- 2.
- 3.
- 4.
- 5.

Define **game attractiveness**

What are some event variables that contribute to game attractiveness?

- 1.
- 2.
- 3.
- 4.
- 5.

Lesson 10.3

Role of Game Operations in Sports Marketing

Follow the outline from your textbook to describe how game operations can impact other sports business functions in the spaces below.

- A. What other areas of a sports organization can be helped by an effective game operations strategy?
1. Ticket sales
 - a. How?
 - b.
 - c.
 2. Sponsorship
 - a. How?
 - b.
 - c.
 3. Publicity
 - a. How?
 - b.
 - c.
 4. Customer Service
 - a. How?
 - b. Example
 - c. Ultimately, customer service is about

ADDITIONAL NOTES

