

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 2:

What is Sports & Entertainment Marketing?

OVERVIEW

Unit two describes the basic concept of sports and entertainment marketing and highlights the idea that sport is a form of entertainment. Students will be introduced to the fundamental concept of sports and entertainment marketing: the marketing of sports versus the process of marketing through sports.

Students will also begin to familiarize themselves with general marketing principles that are integrated within the framework of sports and entertainment business. They will be introduced to marketing philosophies such as defining the primary marketing functions and understanding what industry marketers are trying to achieve. Unit two will also provide an introduction to how innovation and advances in technology have changed not the sports and entertainment marketplace.

OBJECTIVES

- 1) Define sports marketing and entertainment marketing
 - 2) Explain the two primary types of sports and entertainment marketing
 - 3) Compare and contrast *sports* marketing and *entertainment* marketing
 - 4) Describe the seven functions of marketing
 - 5) Understand what makes sports and entertainment products unique
 - 6) Explain the concept of competition for entertainment dollars
 - 7) Identify the five P's of event marketing
 - 8) Explain the event triangle
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LESSONS

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Lesson 2.1

Sports and Entertainment Marketing Defined

Marketing

Define **marketing**

The term “marketing” has grown to encompass many business activities such as

_____, _____ and _____

Define **sports**

Define **sports industry**

Define **entertainment**

Define **leisure time**

It is the goal of the sports and entertainment marketer to provide a product or service that

can satisfy the _____ and _____ of those individuals who

choose to be entertained during their leisure time

Lesson 2.2

The Fusion of Marketing with Sports & Entertainment

Define **sports marketing**

What are the two types of sports and entertainment marketing?

Marketing _____ sports and entertainment

Companies use sports and entertainment as a vehicle for what?

Examples

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

Companies use product placement to _____ a specific product

List two examples:

- 1.
- 2.

Marketing _____ sports and entertainment

List three examples:

- 1.
- 2.
- 3.

Sports marketing vs. sports management

The field of study known as sports marketing is often confused with sports management, but how do we differentiate between the two?

Sport management is

Although the terms are often used interchangeably, sports management is best described as the _____ while sports and entertainment marketing refers to the _____

Theoretically, sports marketing is considered a function of the broader field of study, _____.

List three examples of areas of study that might be included in sport *management*:

- 1.
- 2.
- 3.

List five examples of sports *marketing* activities:

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

Define **entertainment marketing**

Entertainment presents itself in many forms. List five examples below:

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

Lesson 2.3

Sports ARE Entertainment

There are many similarities between sports and other forms of entertainment as each activity is one that _____

List three examples:

- 1.
- 2.
- 3.

There are several key differences between sports and entertainment

1. _____
2. Emotional _____
3. Differences in _____

Define **customer loyalty**:

Define **cross promotion**:

List two examples of cross promotion:

- 1.
- 2.

Lesson 2.4

Primary Marketing Functions

What are the primary functions of marketing?

1. _____

Example:

2. _____

Example:

3. _____

Example:

4. _____

Example:

5. _____

Example:

6. _____

Example:

7. _____

Example:

Lesson 2.5

Understanding the Sports & Entertainment Product

Sports products

Products

Products are _____, _____ goods as well as services and ideas

What are **tangible** products?

Sports products are the goods and services _____

List five examples of sports products:

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

Entertainment products

Several segments of the entertainment industry rise to the top as predominant money makers

These segments include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

The unique nature of sports and entertainment products

Sports and entertainment products often share common characteristics of _____

What are the two primary characteristics of services?

Services are _____

Services are _____

Many sports and entertainment products are perishable

Define **perishability**

They can also be intangible

Define **intangible product attributes**

Copyrights, logos, graphics and trademarks are considered to be _____

Examples of sports activities that would be considered intangible:

The _____ we get from running our best marathon

The _____ of winning a competition

The _____ of scoring well on a challenging golf course

The _____ we feel when teams we support win

The _____ fans invest in their affiliation with a favorite team

The _____ fans feel with other fans (whether they know them or not) supporting the same players or teams

Importance of quality product

Why is a quality product important? What is one example of a way to improve the product?

Impact of Technology

Advancements in technology have led to _____ and forced an evolution in the way sports and entertainment marketers _____

What are some forms of technology that have impacted sports/entertainment products and the way the products are marketed?

1. _____

Example:

2. _____

Example:

3. _____

Example:

4. _____

Example:

5. _____

Example:

6. _____

Example:

7. _____

Example:

8. _____

Example:

9. _____

Example:

10. _____

Example:

Lesson 2.6

Competition for the Entertainment Dollar

Define **discretionary income**

The role of the sports and entertainment marketer is to _____

List 15 different types of entertainment offered in your area that compete for your entertainment dollars:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Lesson 2.7

Reaching Consumers

The Elusive Fan

What is the primary challenge for today's sports/entertainment business professional?

What is the 20/80 rule?

New and emerging sports and entertainment offerings keep the marketplace in a constant state of _____

What are the primary factors influencing a consumer's decision to participate in sports and entertainment?

1.

2.

What are some other factors that could also influence a consumer's decision to participate in sports and entertainment?

1.

2.

3.

_____, _____ and _____ become essential components of marketing plans and strategies

What are the seven major characteristics that define an elusive fan?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

How do sports and entertainment industry professionals connect with the elusive fan?

What is **fan engagement**?

What are three examples of how a sports and entertainment industry professional might engage with fans.

- 1.
- 2.
- 3.

Lesson 2.8

Introduction to Event Marketing & Management

Event marketing

Event marketing refers to:

For sports events, event marketing can involve a number of different areas of marketing

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Event marketing has become a _____ segment of the sports/entertainment industry

For sports and entertainment events, event marketing can involve a number of different marketing activities, such as:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Corporate support of events

The role of corporate support in event marketing has increased dramatically in the past few decades.

Without sponsorships and corporate support _____

To entice corporate support, event marketers must integrate the “5 P’s of Event Marketing” to their strategy to help sponsors achieve the results they are looking for as an event sponsor or partner.

What are the 5 P's of event marketing?

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

Define **event triangle**

What are the three key components of the triangle?

1. _____

Explain component # 1 of the triangle

2. _____

Explain component # 2 of the triangle

3. _____

Explain component # 3 of the triangle

Event management

While the primary focus of event marketing is to attract all three components of the event triangle (event, sponsor, spectators), the primary function of event management is what?

Event planning

Factors sports and entertainment marketers consider when planning an event

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

ADDITIONAL NOTES

