

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 4 Student Notes Guide: Marketing Applications

OVERVIEW

Unit four begins to integrate basic marketing principles with the sports and entertainment industry and explores the dichotomy of the term “sports and entertainment marketing” by defining the roots of the phrase.

Students will be introduced to the components comprising the marketing mix as well as basic marketing concepts. Students will investigate the importance of target markets, segmentation and positioning strategies. In addition, they will learn the importance of market research and its correlation with advertising.

OBJECTIVES

- 1) Explain the marketing concept
- 2) Identify the components of the marketing mix
- 3) Define target market
- 4) Identify the five bases of segmentation
- 5) Illustrate the concept of positioning
- 6) Differentiate between customer and consumer
- 7) Explain the importance of market research
- 8) Identify specific forms of advertising and explain why businesses advertise
- 9) Understand the concept of digital marketing

LESSONS

- Lesson 4.1** The Basic Marketing Concept
Lesson 4.2 The Marketing Mix
Lesson 4.3 Target Markets
Lesson 4.4 Market Segmentation
Lesson 4.5 Positioning
Lesson 4.6 Understanding the Sports & Entertainment Consumer
Lesson 4.7 Market Research
Lesson 4.8 Advertising
Lesson 4.9 Digital Marketing

KEY TERMS

Advertising
Market Segmentation
Niche Marketing

Demographics
Marketing Concept
Social Media

Exchange Process
Marketing Mix
Target Market

Lesson 4.1

Basic Marketing Concept

Define **marketing concept**

Why are marketing activities so important to business?

- 1.
- 2.
- 3.

Needs vs. Wants

A need is something a consumer _____

A want is something a consumer _____

Exchange process

The exchange process is:

What are the three requirements of the exchange process?

- 1.
- 2.
- 3.

How can the marketing process benefit consumers?

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

Lesson 4.2

The Marketing Mix

The four P's of marketing (marketing mix)

Define **marketing mix**

What are the 4 P's of marketing?

P_____

1.

2.

P_____

1.

2.

3.

P_____

1.

2.

P_____

1.

2.

Lesson 4.3

Target Markets

Before we examine target markets, we must first understand what determines a market

- 1.
- 2.
- 3.

Define **target market**

The target is a specific group _____

This market shares one or more similar and _____

Considerations when evaluating a target market:

Sizeable

- 1.
- 2.

Reachable

- 1.
- 2.

Measurable and identifiable

- 1.

Behavioral variation

- 1.
- 2.

Target market strategies are influenced by several factors. What are they?

1.

2.

3.

4.

5.

Niche marketing

Define **niche marketing**

Cable television channels often seek _____ audiences to appeal to specific target groups with a common set of interests.

Niche marketing often offers _____

What is an example of niche marketing?

What is an example of a niche sport?

Lesson 4.4

Market Segmentation

Market segmentation

Define **market segmentation**

Segmentation is the _____

Segmentation is important because _____

Bases for segmentation

Demographic

What is **demographic** information?

Demographic information focuses on information that can be _____

1.

2.

3.

4.

5.

Product usage

Reflects _____

Psychographic

Grouping consumers based on _____

Benefits

Refers to _____

Geographic

Dividing of markets into _____

Sports consumers are characteristically loyal to _____ when
making purchase decisions

Lesson 4.5 Positioning

Positioning

Define **positioning**

Positioning is about _____

Positioning also refers to the place the product occupies in consumers' minds *relative to*
_____ *products*

Positioning strategy

Products or services are grouped together on a _____

Products or services are compared and contrasted in relation to _____

Marketers must determine a position that distinguishes _____
from competitor products and services

Selecting a positioning strategy

Identify _____

Could include:

Organizations often position their products relative to competitor _____

Choose the right _____

Positioning errors to avoid could include:

- 1.
- 2.

Product differentiation

Define **product differentiation**

Re-positioning

Define **re-positioning**

Lesson 4.6

Understanding the Sports & Entertainment Consumer

Customer vs. Consumer

The customer is the individual who _____ the product or service

The consumer is the individual who _____ the product or service

The customer can also be the _____

Who is the sports and entertainment business consumer?

Marketers sell _____

Who are the sports consumers?

Sports consumers are _____

Could also include:

- 1.
- 2.
- 3.

Sports consumers participate in the exchange process in two ways

Spectators as _____

Benefit by:

Exchange for:

Participants as _____

Benefit by:

Exchange for:

Lesson 4.7

Market Research

Market research

Market research is the process of:

Market research provides an opportunity for companies to get to know _____

Marketing research gathers information pertaining to:

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

The information gathered through marketing research is used for what?

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

What are the four steps in the research process?

1. Identify _____

2. _____ research

_____ is the original research conducted for a specific
marketing situation

What are examples of primary research?

- 1.
- 2.
- 3.

4.

5.

_____ is published data that has been collected for some other purpose

What are examples of secondary research?

1.

2.

3.

4.

5.

Collect data

A _____ is a method used for obtaining statistical information that counts every member of a population

A _____ is a method for accumulating statistical information that is only obtained from a subset of a population

3. Report and analyze

Qualitative research data typically involves _____

Quantitative research data is generally gathered in the form of _____

Another common form of qualitative research is _____

4. Communicate _____ of research

Lesson 4.8 Advertising

Advertising

Define **advertising**

List five examples of traditional advertising formats.

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

Why do companies advertise?

- 1.
2. Brand building
 - 1.
 - 2.
 - 3.
 - 4.

Types of traditional advertising

1. _____ media

Describe: _____

2. What is OOH advertising? _____

Provide three examples of OOH advertising:

3. _____

Any visual and/or audible form of communication used to inform, persuade, or remind consumers about goods or services offered

Provide one example:

What type of advertising is traditionally the most expensive form of broadcast media?

What is the “upfront” and why is it important to broadcast companies?

4. _____

Advertising through various digital media platforms

Provide one example:

5. Cinema advertising

Provide one example:

6. _____

Includes “everyday” items displaying a company name or logo

Provide one example:

How are advertisements made?

1.

2.

What are the advantages to producing ads “in-house” vs. hiring an agency?

What are the two types of agencies?

1.

2.

Why hire an agency?

Provide one example:

What are two examples of questions an organization should ask when selecting an agency?

1.

2.

Lesson 4.9

Digital Marketing

Digital Marketing

Define **digital marketing**

Business and marketing professionals refer to the abundance of marketing messages as

_____.

How does clutter impact marketers?

Digital Marketing Strategies

What makes digital marketing effective?

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

What is **content marketing**?

What are examples different ways content can be distributed online?

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

What is **user-generated content**?

Where does UGC originate from?

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

What are three characteristics that define quality content?

- 1.
- 2.
- 3.

What are three digital marketing channels?

- 1.
- 2.
- 3.

How do sports teams benefit from website marketing?

What are two examples of website marketing?

- 1.
- 2.

What are two examples of mobile marketing?

- 1.
- 2.

Social media (marketing)

Social media describes:

Social media presents itself in the form of many variable applications:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Why is social media important to a sports or entertainment marketer?

- 1.
- 2.
- 3.

Popular social media platforms include (provide at least five examples):

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

Location-based marketing

What is a **geofence**?

What is one example of location-based marketing?

ADDITIONAL NOTES

