

Name: _____

Class Period: _____



Sports Career Consulting: NFL “MyCleats MyCause” – Publicity Activity Rubric

In this activity, you will:

- Describe the concept of publicity
- Discuss the impact of social issues in society within the sports and entertainment industry
- Explain the purpose of goodwill
- Design your own cleats to support a cause

Unit Eleven Key Concept	Point Value	Points Awarded	Requirement / Assessment
a. Publicity a. Define publicity b. Explain where publicity comes from c. Describe how publicity impacts a sports team, organization, brand or athlete/entertainer	10		<ul style="list-style-type: none"> • What is publicity? • How is publicity generated? • How do organizations and/or athletes & entertainers benefit from publicity? • Is “all publicity good publicity”? Why or why not?
b. Goodwill a. Define goodwill b. Explain the purpose of goodwill	10		<ul style="list-style-type: none"> • What is goodwill? • How do sports teams, athletes, entertainers and brands generate goodwill? • What is the purpose of goodwill?
c. Community Relations a. Define community relations b. Explain why community relations initiatives are important to sports teams.	10		<ul style="list-style-type: none"> • What is the concept of community relations? • Why do sports teams engage in community relations initiatives?
d. Social Issues a. Identify one example of social issues that impact the business of sports and entertainment	10		<ul style="list-style-type: none"> • What is an example of social issues in sports and entertainment? • Should athletes and entertainers, sports teams & brands publicly address these issues?
e. Activity & Presentation	60		PPT presentation, demonstration of understanding of key concepts, development of custom pair of cleats for a cause, explanation of which NFL player will wear the cleats and why, how your cleats will benefit your cause
PROJECT TOTAL SCORE	100		