



Fantasy Sports 2021 Lesson Plan

IN THIS LESSON YOU WILL LEARN

- Identify factors that contributed to the growth of the sports and entertainment industry
- Understand the concept of “fandom” and its importance to the business of sports and entertainment
- Recognize specific milestones relevant to industry growth
- Describe market segmentation
- Understand the concept of fan engagement
- Understand some of the social issues that impact the business of sports and entertainment

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p>1 Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated Time: 15 minutes</i></p> <ol style="list-style-type: none"> 1. Do you participate in fantasy sports? If so, does your participation impact how you watch a game? STUDENT ANSWERS WILL VARY 2. If you were a marketing professional working for a brand like Mtn Dew or Doritos, how might you be able to tap into the popularity of fantasy football to connect with consumers? Why might that be important? STUDENT ANSWERS WILL VARY 3. Why do you think brands want to learn as much about consumers as they can? STUDENT ANSWERS WILL VARY
<p>STUDENT ACTIVITY</p> <p>2 <u>Fantasy Football By the Numbers 2021.PPT</u></p> <p>Use this PPT to help examine the impact of fantasy football on the NFL and the conversation surrounding gambling and sports.</p>	<p><i>Estimated Time: 20 minutes</i></p> <ol style="list-style-type: none"> 1. How do you think the growth of fantasy football has impacted the National Football League (NFL)? (Lesson 1.2) STUDENT ANSWERS WILL VARY 2. Do you think fantasy football should be considered gambling? Do you think daily fantasy sites like FanDuel or DraftKings should be legal? Should gambling be legal? Why or why not? (Lesson 11.8) STUDENT ANSWERS WILL VARY 3. How might the NFL benefit from legalized gambling? (Lesson 11.8) The NFL will not only benefit from added interest where a byproduct will be improved ratings and elevated levels of fan engagement, but also from a revenue perspective as teams explore sponsorship opportunities with the gambling sector.

	<p>4. What are ethics? (Lesson 11.8)</p> <p>Ethics are the moral standards by which people judge behavior. Words often associated with ethical behavior could include honesty, integrity, respectfulness, confidentiality, non-discriminating, legal and socially responsible. Most sports and entertainment organizations feel they have an obligation to operate their business from an ethical standpoint.</p> <p>5. Do you think it is ethical for the NFL to benefit from legalized gambling? (Lesson 11.8)</p> <p>STUDENT ANSWERS WILL VARY</p>
<p>EXPANDED DISCUSSION</p> <p>3</p> <p>Please refer to lesson 1.2 (industry growth and fandom), lesson 1.6 (where are we now?) and lesson 2.7 (reaching consumers/fan engagement) in SCC's textbook (The Business of Sports & Entertainment) and/or individual unit outlines for more on each of these concepts.</p>	<p style="text-align: right;"><i>Estimated time: 15 mins</i></p> <p>1. What is fandom and why is it an important sports and entertainment business concept? (Lesson 1.2)</p> <p>Fandom is a term used to refer to a subculture of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest. Ultimately, fandom is what motivates the sports and entertainment consumer to make purchase decisions relating to available sports and entertainment products.</p> <p>2. What is a superfan? Do you know someone you would consider to be a superfan? (Lesson 1.2)</p> <p>Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as "superfans".</p> <p>3. Identify factors that contributed to the growth of the sports and entertainment industry. (Lesson 1.2)</p> <ul style="list-style-type: none"> • Increase in numbers of those participating in sports and entertainment • Increase in numbers of those following sports and entertainment • Increase in sports/entertainment offerings • Attendance increases had an enormous influence on the size and scope of the sports and entertainment business industry • Media coverage of sports and entertainment has grown significantly in the past half-century, placing athletes and entertainers in the public eye with incredible frequency • The international marketplace continues to provide a platform for driving sales of sports and entertainment products and services <p>4. What is market segmentation? What are the various forms of market segmentation? (Lesson 4.4)</p> <p>Market segmentation is the process of dividing a target market into smaller, specific categories grouped together by shared characteristics.¹⁴ This process helps a sports and entertainment organization to define and understand the target audience.</p> <p>Segmentation is important because it allows businesses to customize their marketing mix and promotion strategies to meet the needs of the target market.</p> <p>There are four primary types of market segmentation:</p> <ol style="list-style-type: none"> 1. Demographic 2. Psychographic 3. Behavioral

	<p>4. Geographic</p> <p>5. What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies? (Lesson 2.7)</p> <p>Fan engagement is a long-term relationship management strategy focused on interactions between fan (consumer) and sports property which helps strengthen the connection between the two parties and bolster levels of brand loyalty.</p> <p>To elevate levels of fandom, it is important for sports and entertainment business professionals to develop strategies that keep fans engaged.</p>
<p>COMPREHENSION CHECK</p> <p>4</p>	<p><i>Estimated Time: 15 minutes</i></p> <p>1. What is fandom and why is it an important sports and entertainment business concept?</p> <p>Fandom is a term used to refer to a subculture of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest. Ultimately, fandom is what motivates the sports and entertainment consumer to make purchase decisions relating to available sports and entertainment products.</p> <p>2. Identify three factors that contributed to the growth of the sports and entertainment industry.</p> <ul style="list-style-type: none"> o Increase in numbers of those participating in sports and entertainment o Increase in numbers of those following sports and entertainment o Increase in sports/entertainment offerings o Attendance increases had an enormous influence on the size and scope of the sports and entertainment business industry o Media coverage of sports and entertainment has grown significantly in the past half-century, placing athletes and entertainers in the public eye with incredible frequency o The international marketplace continues to provide a platform for driving sales of sports and entertainment products and services <p>3. Which of the following most closely describes what Fandom is?</p> <p>a. A place where fans gather</p> <p>b. A subculture of fans</p> <p>c. A character from a movie</p> <p>d. None of the above</p> <p>4. TRUE OR FALSE: Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as “superfans”.</p> <p>5. How might the COVID-19 pandemic impact the growth of the sports and entertainment industry?</p> <p>STUDENT ANSWERS WILL VARY</p>

	<p>6. What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies? What is an example of one way a NFL team might have tried to keep fans engaged during the pandemic?</p> <p>Fan engagement is a long-term relationship management strategy focused on interactions between fan (consumer) and sports property which helps strengthen the connection between the two parties and bolster levels of brand loyalty. To elevate levels of fandom, it is important for sports and entertainment business professionals to develop strategies that keep fans engaged.</p>
<p>STUDENT ACTIVITY</p> <p>5</p>	<p><i>Estimated time: 1 hour</i></p> <p>Imagine you are a marketing executive working for your favorite NFL franchise. You have been asked to develop a fan engagement strategy to help the team connect with fans during a pandemic with a lot of uncertainty leading up to the season.</p> <p>You will need to address the following in your report:</p> <ol style="list-style-type: none"> 1. What is fan engagement? 2. Why is fan engagement important? 3. What is fandom? 4. What are superfans? 5. How can the concept of fandom help to elevate levels of fan engagement for your franchise? 6. What will you do to engage fans? 7. How will the franchise benefit from your fan engagement strategy in the short term (before the season starts)? 8. How might your fan engagement strategy change once the season begins (if at all)? Why? 9. How will the franchise benefit from your fan engagement strategy in the long term (future seasons)? <p>STUDENT ANSWERS WILL VARY</p>