



# SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: MARKETING



STUDENT ACTIVITIES GUIDE: SBP MARKETING GROUP

# ACTIVITIES GUIDE

## MARKETING TEAM

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# MARKET RESEARCH

## Marketing Activity #1



## MARKET RESEARCH

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To successfully grasp the fundamentals of marketing, students must understand that the marketing mix is not necessarily determined by what they think is appropriate, but rather by information indicative of what the consumer wants or

needs. *To determine what those wants and needs are, students must engage in some form of market research.*

Marketing research is the process of systematically collecting, recording, analyzing and presenting data related to your marketing efforts. This process gathers information pertaining to consumers, competition, company, and culture/climate.

In this activity, the marketing team will determine the best means for gathering market research for your program along with identifying what type of information to collect. Examples could include:

- *What type of event students would be most likely to participate?*
- *New concessions items fans would like to see on event-day menus*
- *Trendy merchandise items your program will make available to fans*
- *Music selection fans want to hear on event days (playlist requests vs. live music vs. school band etc.)*
- *Feedback on potential secondary or alternative logo*

**Step 1: In the space below, create a list of all types of data or information to be collected in the research process. You should also include how that data will be used as you develop marketing strategies.**

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[illegible]

**3) In the space below, summarize the results of the data discovered through market research. You will likely need additional pages. Then, describe how that information will benefit your program and share the information with other teams (merchandise, concessions & parking, ticketing, sponsorship, and event ops) to help them make better decisions as they build their marketing strategies.**

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# MARKET RESEARCH

## Marketing Activity #2



### FOCUS GROUPS

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Focus groups can provide an extremely valuable means for performing market research.

A focus group is essentially a small group interview with between six and ten participants *from outside your organization* and a

moderator. The moderator (facilitator) is someone from your program who is responsible for leading the session and asking questions of the participants. You will need to determine which member of your marketing team might be best suited to serve the role of moderator.

Effective focus group management requires four important steps:

- 1) Preparation
- 2) Planning
- 3) Activating (implementation)
- 4) Evaluating

In this activity, the marketing team will develop a plan for conducting a successful focus group using the worksheets below to guide you. Remember, like any other market research performed by the marketing team, all results and data should be shared with each and every other team within your program. Clear communication is an important characteristic shared by any and all successful organizations.



## **Step 1: Preparing for Session**

What is the primary objective of this focus group?

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What information do you hope to gather? What questions will you ask?

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How will that information be used?

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Who will the participants be? How will you contact them? Will gaining participation require some incentive such as free lunch or a ticket to a game?

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## Step 2: Planning your Session

Schedule the session – plan for one half hour or one full hour

Session Date & Time: \_\_\_\_\_

### Team Assignments:

- Room setup / cleanup
- Recorder
- Moderator
- Question writers
- Agenda creator

Which group member will be responsible for downloading a recording app on their phone or tracking down another recording device? Who will be responsible for doing the recording? Your moderator must be sure to encourage equal participation from all participants and those responsible for recording should test the equipment in advance to make sure they know how it operates and that the recording is clear and audible.

Team member name (finding the device): \_\_\_\_\_

Team member name (recording): \_\_\_\_\_

Who will be the moderator: \_\_\_\_\_

Who will write the questions (it is generally a best practice to have all team members contribute)?

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What questions will you ask (identify five to ten questions below)?

1) \_\_\_\_\_

\_\_\_\_\_

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2) \_\_\_\_\_

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10) \_\_\_\_\_

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\_\_\_\_\_

Invite attendees (list the names of six to ten focus group participants below):

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

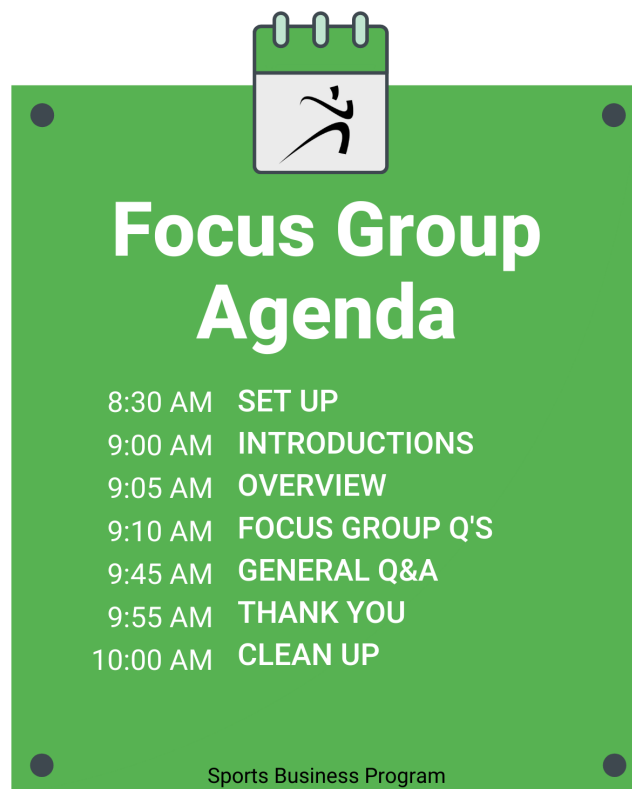
7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

Who will create the agenda for your focus group? The team member(s) responsible should write down the agenda in the space below. Refer to the graphic below as a guide.



### **FOCUS GROUP AGENDA:**

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

Time: \_\_\_\_\_ Action: \_\_\_\_\_

In the space below, describe the room preparation – food, beverages etc. (you want participants to be comfortable) – and assign a team member (or members) for room setup and clean up.

Team Member(s): \_\_\_\_\_

Setup Description: \_\_\_\_\_

\_\_\_\_\_

### **Step 3: Activate**

- ✓ The moderator (facilitator) should introduce themselves
- ✓ Make sure everyone is comfortable and seated before beginning
- ✓ Communicate the goals for the session and make sure everyone knows the session is being recorded
- ✓ Follow agenda – ask questions and record answers while encouraging equal participation
- ✓ Close the session, making sure to thank all participants

### **Step 4: Evaluate:**

- ✓ Verify that the session was recorded
- ✓ Review and clarify any additional notes that were taken
- ✓ Make note of any additional observations
- ✓ Was the session effective? Did you get the information you had hoped to get?
- ✓ Communicate the results of the session to the rest of the members of your program and discuss
- ✓ Determine whether an additional session(s) will be necessary





# MARKETING MIX

## Marketing Activity #3



## MARKETING MIX

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The marketing mix consists of variables controlled by marketing professionals in an effort to satisfy the target market. The four elements of this mix include product, price, place, and promotion.

A sports, entertainment or event marketer's primary role in the sports

business model is to effectively determine a marketing mix that will help generate an exciting buzz surrounding the teams and events they are promoting. If performed properly, marketing will not only help fill the stands, it will also help to build and grow a brand that attracts sponsors who are willing to invest in your program.

If you plan to promote more than one event this year, be sure to make copies of the worksheet below and apply this marketing mix exercise to each event. Effectively establishing the marketing mix for your event or events is critical to the overall success of your program.

**Product:** The goods, services or ideas used to satisfy consumer needs.

**Price:** Determined by what customers are willing to pay and production costs.

**Place:** The process of making the product available to the customer.

**Promotion:** Information related to products or services are communicated to the consumer.

**PRODUCT**

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**PRICE**

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## **PLACE**

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## **PROMOTION**

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# SITUATION (SWOT) ANALYSIS

## Marketing Activity #4



## SITUATION (SWOT) ANALYSIS

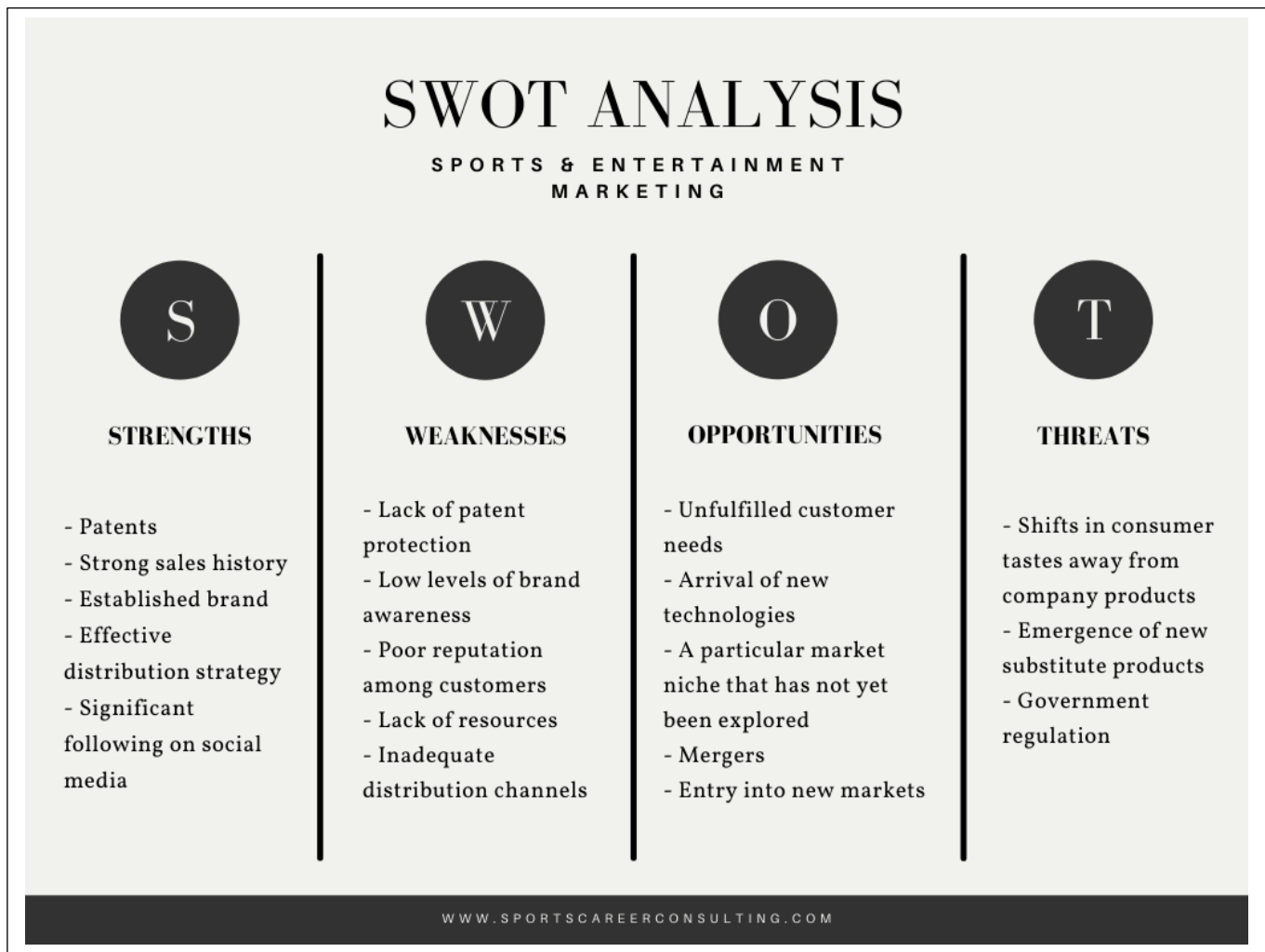
The **situation analysis** (also referred to as **SWOT**) provides information that is helpful in matching the organization's resources and capabilities to the competitive environment in which it operates. It reviews four key factors pertaining to the company's current market situation: strengths, weaknesses, opportunities, and threats.

In this activity, the marketing team will review each of the four components of the SWOT analysis, then apply that to your school Sports Business Program event or events using the template provided by your teacher (accessible in the SBP templates folder).

If you plan to promote more than one event this year, be sure to make copies of the worksheet below and conduct a thorough situation analysis for each event. Effectively identifying the strengths, weaknesses, opportunities, and threats for your event or events is crucial for your program's success.

In the first step of this activity, review the sample SWOT chart provided. Then, you will create a list of all potential strengths, weaknesses, opportunities, and threats. Referring to that list, the marketing team will develop a SWOT analysis for your program. Again, you may choose to use the SWOT template provided by your teacher (accessible in the SBP templates folder).

**Step 1: Study the sample SWOT chart below to help guide you as you begin to develop a situation analysis for your event.**



**Step 2: Using the worksheet on the following page, identify all potential strengths, weaknesses, opportunities, and threats for your event. Once you reach this step, it would be strongly advised that you communicate with the other teams within your program for feedback. You might also take things a step further and conduct a SWOT analysis for each team, including ticket sales, sponsorship, concessions & parking, merchandise, and event ops. This will help each team to game plan as they develop the strategies to help make your event a success.**

## **STRENGTHS**

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## **WEAKNESSES**

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## **OPPORTUNITIES**

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## **THREATS**

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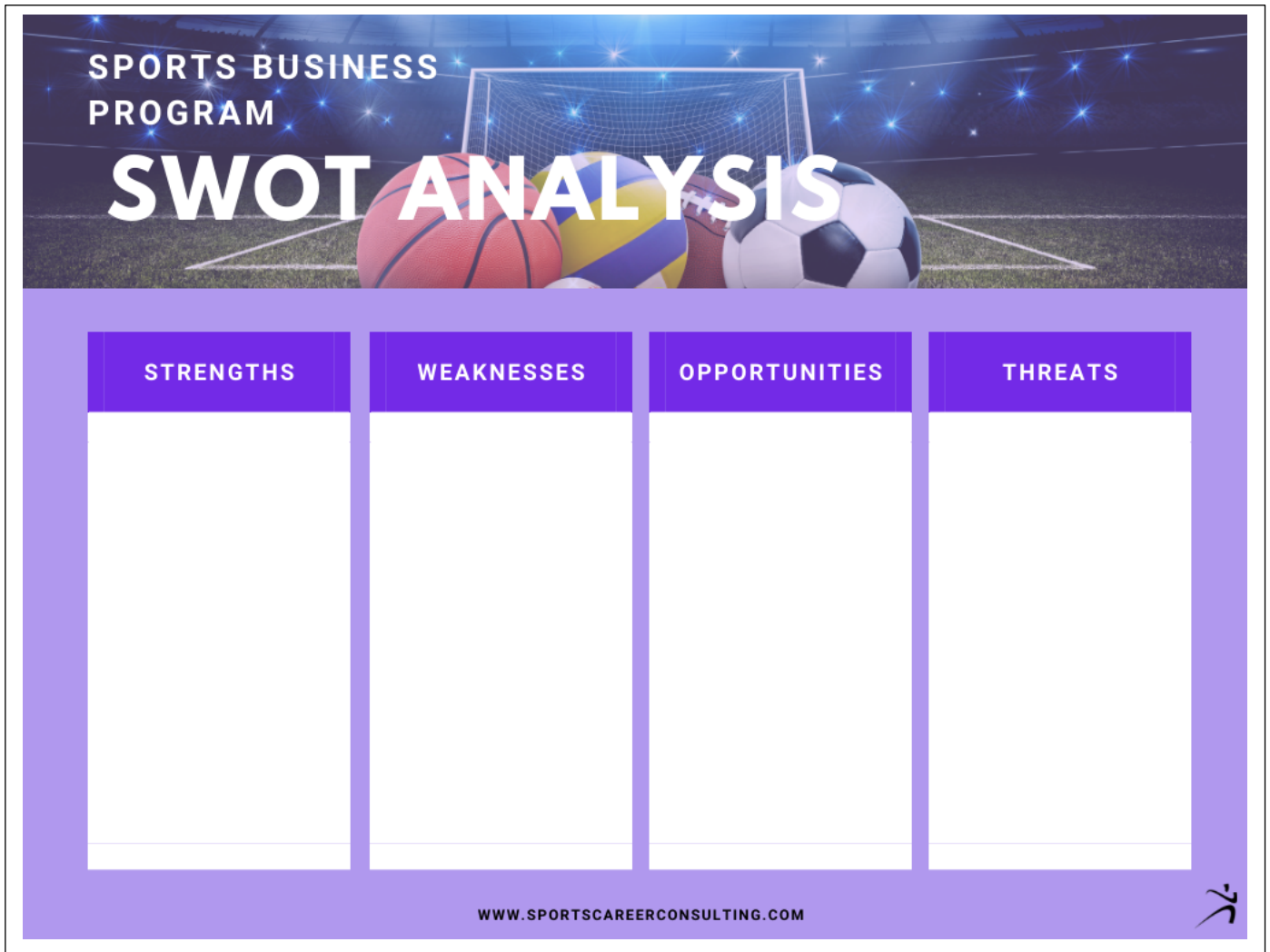
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**Step 3: Using the space below or the template provided by your teacher, create the final SWOT analysis for your event. Be sure to share the analysis with each of the teams within your program.**



The image shows a template for a SWOT analysis. At the top, there is a header with a background image of a sports field at night with stadium lights. The text "SPORTS BUSINESS PROGRAM" is in the top left, and "SWOT ANALYSIS" is in large white letters across the center. Below the header, there are four columns with purple headers: "STRENGTHS", "WEAKNESSES", "OPPORTUNITIES", and "THREATS". Each column has a large white box for notes. At the bottom, there is a purple footer with the website "WWW.SPORTSCAREERCONSULTING.COM" and a logo on the right.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS

WWW.SPORTSCAREERCONSULTING.COM





# TARGET MARKET

## *Marketing Team Activity #5*



### TARGET MARKET

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A **target market** refers to people with a defining set of characteristics that set them apart as a group.

The target is a specific group of consumers with a defining set of characteristics. This market shares one or more similar and identifiable needs or wants.

Identification of the right target market will impact all the marketing strategies for your program, including branding efforts and social media campaigns so it is important to spend the necessary time and energy on carefully determining your target audience.

#### **Important target considerations:**

- **Sizeable:** Marketers must have an idea of how large or small the target market can be (it is possible for a target market to have too many or too few consumers making it difficult to effectively reach this group of potential fans)
- **Reachable:** Marketers must have an ability to reach consumers (how will your program communicate with your consumers)
- **Measurable and identifiable:** Refers to the ability to measure size, accessibility and overall purchasing power of the target market
- **Behavioral:** Marketers must look for similar behaviors within each respective target market (for example, motivation of buying for the corporate season ticket holder is different than for the individual season ticket holder)

In the space below, refine your target market based on the considerations outlined in the section above.

**Our target market considerations:**

**Sizeable:**

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**Reachable:**

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**Measurable and identifiable:**

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**Behavioral:**

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# TARGET MARKET

## Marketing Team Activity #6



### PROGRAM WEBSITE

Set your school apart by developing a website dedicated to your school's sports and sports marketing programs. Your program-branded website will provide an excellent way to promote upcoming events, merchandise, and ticket sales. Your digital and social marketing campaigns will serve as an extension of your new website.

Consider content for your site focused on upcoming promotions, game/event times, outlets for ticket purchases, game/event highlights, player profiles and exposure for your sponsors. As a group, you must determine how you will drive traffic to the site and maximize the number of hits your page receives. Most free web builder applications (like Wix, WordPress, Weebly etc.) do most of the heavy lifting for you so you don't need to be a programmer or coding expert to analyze website data. You may also want to consider the development of your program website as another collaborative learning opportunity by involving your school's computer or graphic design classes.

**Content marketing** is an incredibly effective marketing tool so think about all the content you can share with fans, as well as the distribution channels available to you for that content. For example, you might want to feature a blog or create a unique microsite to dedicated to a specific, upcoming promotion. Work with the PR group to make sure they are providing new content regularly, allowing you to refresh your online and social platforms with engaging material.

**Step 1: Visit various high school, professional and college team websites and make note of features you like from each website. What grabs your attention? How easy is the site to navigate? Which sites clearly express their message or establish their brand? Which sites make it easy to find the information you are looking for? Is it easy to buy team gear? Are tickets accessible via the website?**

	<b>Website</b>	<b>Notable Features</b>
<b>#1</b>		
<b>#2</b>		
<b>#3</b>		
<b>#4</b>		
<b>#5</b>		
<b>#6</b>		
<b>#7</b>		
<b>#8</b>		

<b>#9</b>		
<b>#10</b>		
<b>#11</b>		
<b>#12</b>		
<b>#13</b>		
<b>#14</b>		
<b>#15</b>		
<b>#16</b>		
<b>#17</b>		
<b>#18</b>		
<b>#19</b>		
<b>#20</b>		

**Step 2: List all the content and features you might want to include in your program's new website (game or event information, student profiles, sponsor visibility/advertising, merchandise etc.).**

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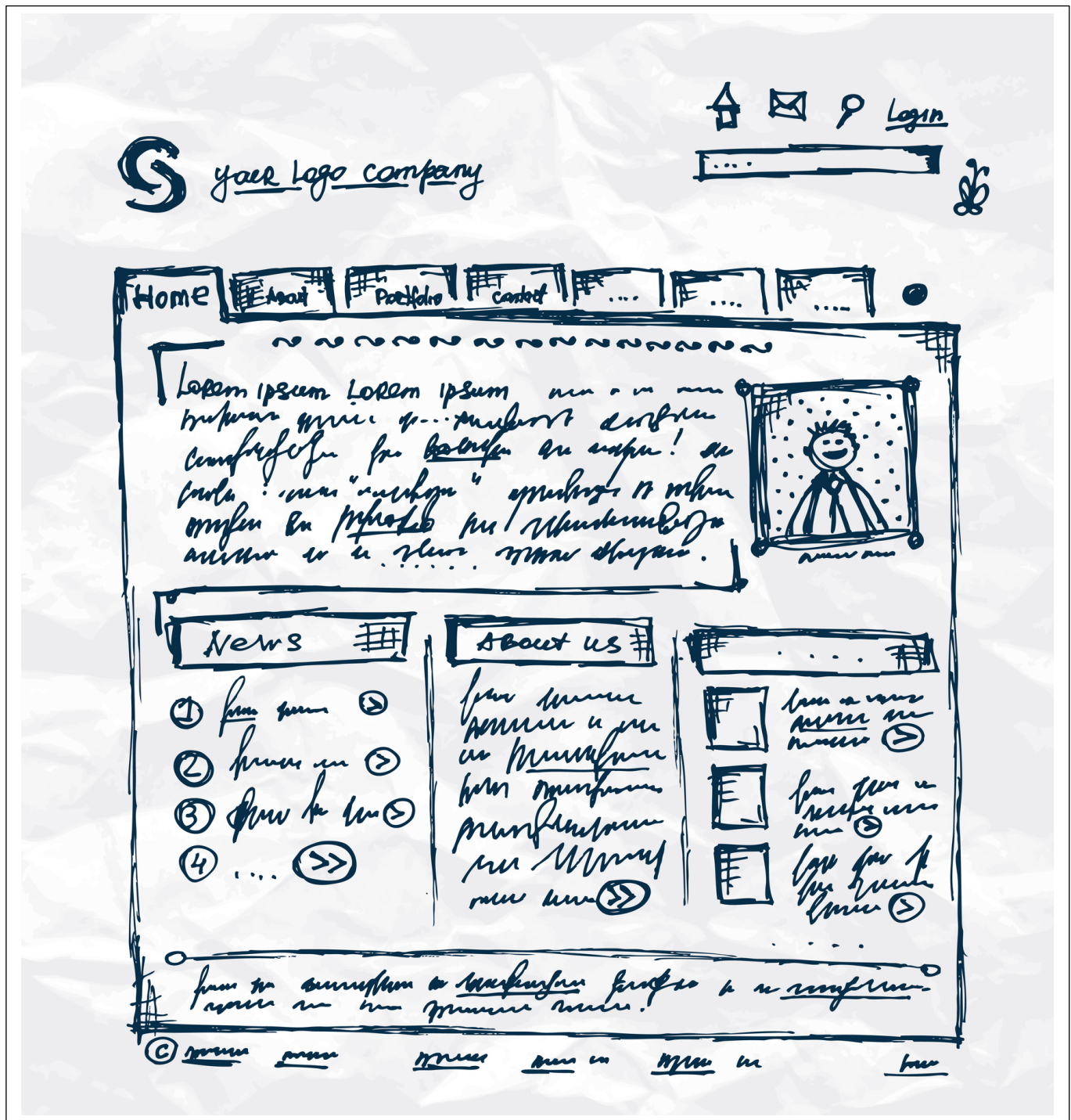
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Step 2: Review the image below, then sketch out an example of what your program website layout might look like using as many additional sheets of paper as necessary for each page of the website. This will save the marketing team a lot of time and frustration when it comes time to actually create a live, functional website.





**Step 3: In the space below, list all the ways your publicity team could communicate to students, parents, fans, boosters, and sponsors that your program has a new website. Will you share the news via social media? Host a press conference? Send out a news release?**

**Then, create, then publish, your new program website, making sure to partner with your publicity group to make sure they are prepared to make an exciting announcement when the site goes live!**

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# TARGET MARKET

## *Marketing Team Activity #7*



### **SOCIAL MEDIA CHANNELS**

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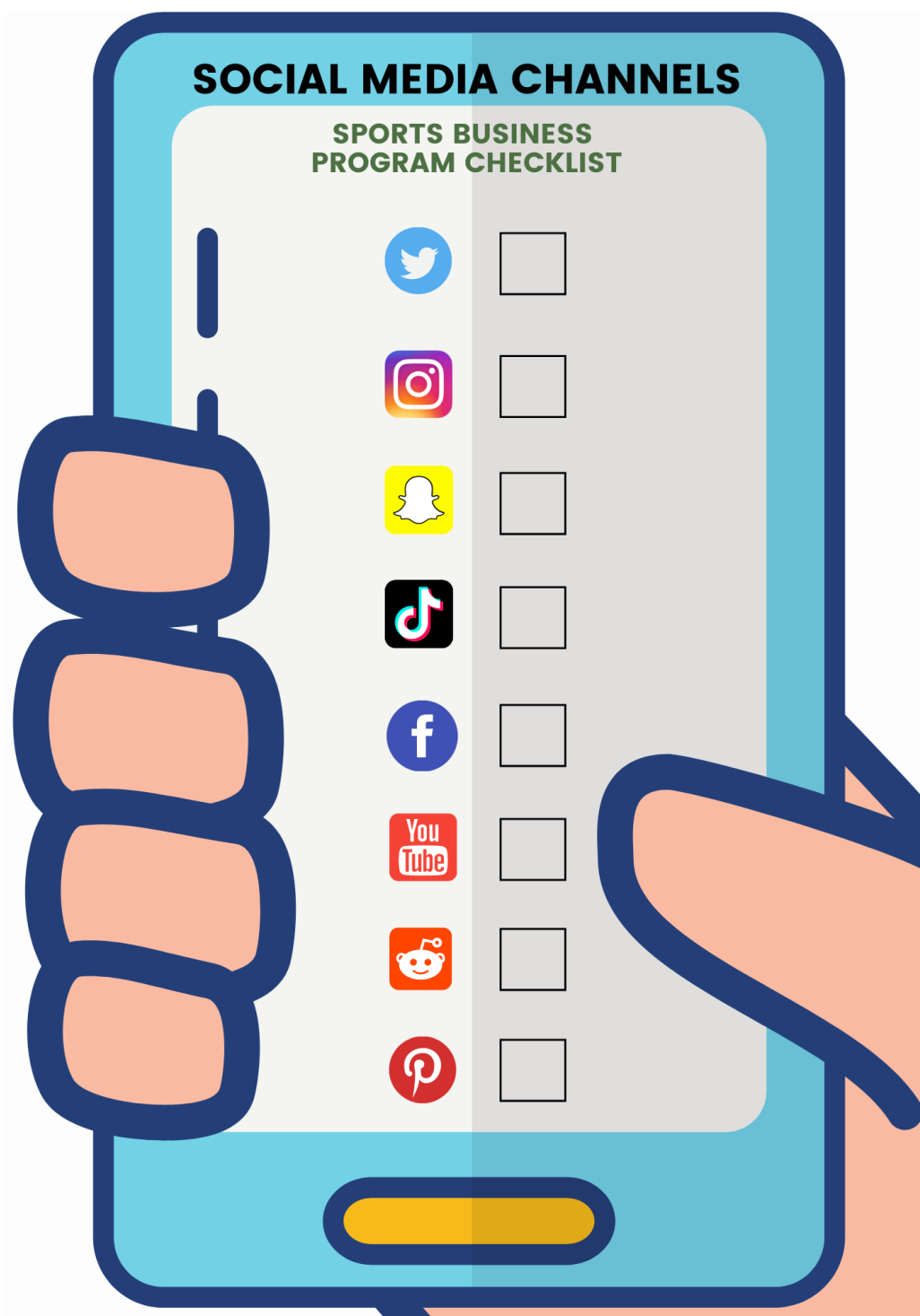
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Consider content for your site focused on upcoming promotions, game/event times, outlets for ticket purchases, game/event highlights, player profiles and exposure for your sponsors. As a group, you must determine how you will drive traffic to the site and maximize the number of hits your page receives. Most free web builder applications (like Wix, WordPress, Weebly etc.) do most of the heavy lifting for you so you don't need to be a programmer or coding expert to analyze website data. You may also want to consider the development of your program website as another collaborative learning opportunity by involving your school's computer or graphic design classes.

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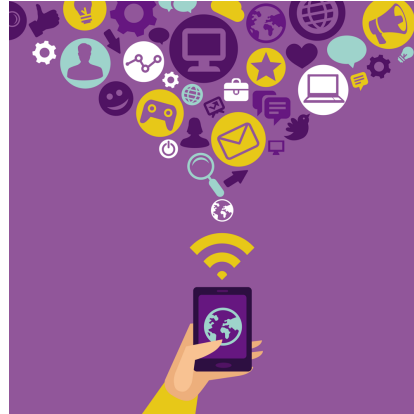
**Step 1: Using the checklist below, determine which social media channels offer the right mix for your program. Carefully consider your marketing mix, target market, event type and any other factors that will influence your overall marketing strategy as you decide which social platforms to pursue.**



The illustration shows a hand holding a smartphone. The screen displays a checklist titled "SOCIAL MEDIA CHANNELS" with a sub-header "SPORTS BUSINESS PROGRAM CHECKLIST". The checklist lists eight social media platforms, each with a corresponding icon and a checkbox for selection.

SOCIAL MEDIA CHANNELS	SPORTS BUSINESS PROGRAM CHECKLIST
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

**Step 2: After you have determined which platforms to use, it is time to create the accounts. Use the social media template provided by your teacher using (accessible in the SBP templates folder) to list all of your program’s social media accounts.**



**Step 3: Work with your program’s publicity team and create a list of at least ten “newsworthy” items that could provide valuable content for your social media feeds.**

1) \_\_\_\_\_

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2) \_\_\_\_\_

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10) \_\_\_\_\_

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**Step 4: Review at least ten sports team social media feeds. Try to look at a variety of teams, ranging from Minor League Baseball to the NFL. As you scroll through the feeds, take note of the type of content they are posting and how that content is being presented. Using the worksheet below, list at least ten examples of content ideas that might make for quality posts on your social media feeds that will engage your fan base. Make sure to note the team account along with your description, like “Dallas Cowboys Twitter” etc.**

1) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3) \_\_\_\_\_

\_\_\_\_\_

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