**Name:**

**Class Period**: \_\_\_\_\_\_\_\_\_

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| **Sports Career Consulting: Unit Four / Unit Six – Licensing & Product Development Activity** |
| **In this activity, you will:**   * Submit a completed product development outline or plan * Demonstrate an understanding of the licensing process * Present product development, sales, promotion, distribution strategy to the class |

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| Product Development Plan-Categories | Existing Company  New Product | New Company  New Product | Includes-  the following |
| 1. Product Identification    1. Appearance    2. Function    3. Quality    4. Packaging    5. SWOT | 20 | 20 | * Detailed product description * SWOT analysis |
| 1. Target Audience    1. Market segmentation strategy    2. Customer Service | 20 | 20 | * Identification of target consumer * Industry description |
| 1. Licensing Strategy    1. Who is licensee?    2. Who is licensor?    3. How does that impact costs? | 20 | 20 | * Explanation of licensee/licensor relationship and its influence on production costs |
| 1. Pricing Strategy    1. Cost of Production    2. Target price    3. Projected Demand / Sales forecast | 20 | 20 | * Direct & indirect production costs * selling price * discounts * sales forecasts |
| 1. Promotion Strategy    1. Promotion Mix    2. Advertising    3. Public Relations    4. Media | 20 | 20 | * Advertising * PR * Promotion Mix * Media |
| 1. Branding Mechanisms    1. Application of license    2. Logo | 20 | 20 | * How will player name, likeness & image be used * Which player & why |
| 1. Distribution Strategy    1. Channels | 20 | 20 | How will the product get to the consumer? |
| 1. Conclusion | 5 | 5 | Conclusion |
| 1. Technical Elements | 5 | 5 | PPT, Outline, Table of contents |
| 1. Presentation | 50 | 50 | PPT presentation of key elements, convince us to invest in your new product! |
| **SCORE** |  |  |  |