

# The Business of Sports & Entertainment



# Student Notes Guide

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## Unit 1: History & Evolution of the Industry

### OVERVIEW

Unit one provides students with an understanding of the evolution of sports and entertainment as it relates to business. Identifying industry “pioneers” and important milestones will assist students in the comprehension of how the sports and entertainment industry has become the multi-billion-dollar industry it is today.

### KEY TERMS

*Fandom*

*SEM*

*Superfan*

### OBJECTIVES

1. Define the acronym SEM
  2. Identify factors that contributed to the growth of the sports and entertainment industry
  3. Understand the concept of “fandom” and its importance to the business of sports and entertainment
  4. Discuss the impact specific individuals had on the evolution of the industry
  5. Recognize specific milestones relevant to industry growth
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### LESSONS

[LESSON 1.1](#)    [Genesis of Sports and Entertainment Marketing](#)

[LESSON 1.2](#)    [Factors Contributing to Industry Growth](#)

[LESSON 1.3](#)    [Fandom](#)

[LESSON 1.4](#)    [Industry Pioneers](#)

[LESSON 1.5](#)    [Important Milestones in SEM History](#)

[LESSON 1.6](#)    [Where Are We Now?](#)

## LESSON 1.1

# Genesis of Sports and Entertainment Marketing

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The origins of sports and entertainment marketing (SEM)... What is SEM?

**Define SEM:**

How large is the sports industry?

What are three examples of segments of the entertainment and media industry?

- 1.
- 2.
- 3.

Name three examples of events that have influenced industry's growth:

- 1.
- 2.
- 3.

**TRUE OR FALSE:** Consumers have shown an insatiable appetite for entertainment resulting in an industry boom.

**TRUE OR FALSE:** The COVID-19 pandemic has not had any impact on the business of sports and entertainment.

## Factors Contributing to Industry Growth

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Name six (6) factors that have influenced the growth of the sports and entertainment industry:

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

Provide specific examples of each factor influencing industry growth that you previously identified.

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

## Fandom

---

Define **fandom**:

Describe an example of the impact of fandom:

Why is fandom important?

**TRUE OR FALSE:** The intensity levels of fandom vary, ranging from a casual sports fan who might take in one game per year to those fans that put the “fan” in “fanatic” (and otherwise engage in behavior that other fans might otherwise find to be irrational).

What are two examples of activities that demonstrate the concept of fandom?

1.

2.

What is a **superfan**?

Do you know any superfans?

What is one example of how fandom has helped to lift up communities in times of need?

1.

What is one example of how fandom has resulted in negative (and potentially dangerous) behavior?

1.

Can you think of an example of where you might have seen a brand tap into fandom as part of a marketing or advertising strategy?

## LESSON 1.4

# Industry Pioneers

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Discuss the legacy of sports industry pioneers and their impact on the industry's evolution. In the space below, identify five examples of individuals who have influenced the business of sports. Describe at least one of the contributions each made to the industry.

1.

2.

3.

4.

5.

Discuss the legacy of entertainment industry pioneers and their impact on the industry's evolution. In the space below, identify five individuals and at least one accomplishment associated with each respective as it relates to the growth of the entertainment industry.

1.

2.

3.

4.

5.

## Important Milestones in SEM History

---

List ten key dates in the history of sports marketing:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

List at least ten key dates in the history of entertainment marketing:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.



## Where Are We Now?

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How big is the sports industry now? List three statistics below that represent how large the industry has become.

- 1.
- 2.
- 3.

How large has the entertainment industry become? List one example below that represents how large the film, music, publishing (books), video games and theater industries have become.

*Movies*

*Streaming*

*Music*

*Books*

*Video games*

*Theatre*

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 2: Sports and Entertainment Marketing Fundamentals

### OVERVIEW

Unit two describes the basic concept of sports and entertainment marketing and highlights the idea that sport is a form of entertainment. Students will be introduced to the fundamental concept of sports and entertainment marketing: the marketing of sports versus the process of marketing through sports.

Students will also begin to familiarize themselves with general marketing principles that are integrated within the framework of sports and entertainment business. They will be able to define the primary marketing functions and gain an understanding of what industry marketing professionals are trying to achieve. Unit two will also introduce how innovation and advances in technology have changed the sports and entertainment marketplace.

### OBJECTIVES

1. Define sports marketing and entertainment marketing
2. Explain the two primary types of sports and entertainment marketing
3. Compare and contrast sports marketing and entertainment marketing
4. Define the primary functions of marketing
5. Describe the sports and entertainment product
6. Recognize the difference between tangible and intangible product attributes
7. Explain the concept of perishability
8. Describe competition for the entertainment dollar while recognizing the importance of discretionary income
9. Recognize the impact of technology on the sport and entertainment product
10. Differentiate between event management and event marketing

### KEY TERMS

*Augmented Reality*  
*Cross Promotion*  
*Customer Loyalty*  
*Discretionary Income*  
*Entertainment Marketing*  
*Event Triangle*  
*Fan Engagement*  
*Intangible Product Attributes*  
*Marketing*  
*Perishability*  
*Products*  
*Spectator*  
*Sports Marketing*  
*Tangible*  
*Venue*  
*Virtual Reality*

### LESSONS

[LESSON 2.1 Sports and Entertainment Marketing Defined](#)

[LESSON 2.2 Marketing in Sports & Entertainment](#)

[LESSON 2.3 Sports ARE Entertainment](#)

[LESSON 2.4 Primary Marketing Functions](#)

[LESSON 2.5 Understanding the Product](#)

[LESSON 2.6 Technology in Sports & Entertainment](#)

[LESSON 2.7 Competition for the Entertainment Dollar](#)

[LESSON 2.8 Reaching Consumers](#)

[LESSON 2.9 Event Management & Marketing](#)

## Sports and Entertainment Marketing Defined

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### Define marketing:

The term “marketing” has grown to encompass many business activities such as:

- 1.
- 2.
- 3.

### Define sports:

What is the sports industry?

### Define entertainment:

What is the entertainment industry?

### Define leisure time:

It is the goal of the sports and entertainment marketer to provide a product or service that can satisfy what for those individuals who choose to be entertained during their leisure time?

1.

2.

## LESSON 2.2

# Marketing in Sports & Entertainment

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Define sports marketing:

What are the two types of sports and entertainment marketing?

- 1.
- 2.

What is an example of each?

- 1.
- 2.

What is the difference between sports marketing and sports management?

List three examples of areas of study that might be included in sport *management*:

1.

2.

3.

List five examples of sports *marketing* activities:

1.

2.

3.

4.

5.

**Define entertainment marketing:**

Entertainment presents itself in many forms. List five examples below:

1.

2.

3.

4.

5.



## LESSON 2.3

# Sports ARE Entertainment

---

There are many similarities between sports and other forms of entertainment. List three examples:

1.

2.

3.

There are several key differences between sports and entertainment. What are they?

1.

2.

3.

**Define customer loyalty:**

**Define cross promotion:**

List two examples of cross promotion:

1.

2.

## LESSON 2.4

# Primary Marketing Functions

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What are the primary functions of marketing?

1.

Example:

2.

Example:

3.

Example:

4.

Example:

5.

Example:

6.

Example:

7.

Example:

## LESSON 2.5

# Understanding the Product

---

Define product:

Define service:

List three examples of sports products:

1.

2.

3.

List three examples of entertainment product categories:

1.

2.

3.

**Define perishability:**

What is the difference between tangible and intangible product attributes?

What is an example of a sports activity that would be considered intangible?

## **Importance of Quality Product**

Why is a quality product important?

What is one example of a way to improve the product?

## LESSON 2.6

# Technology in Sports & Entertainment

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How has technology impacted the function of sales in the sports and entertainment industry?

**Define e-commerce:**

What are three other areas where technology has impacted the business of sports and entertainment?

1.

2.

3.

What are three examples of forms of technology that have influenced the sports/entertainment product/service and how those products and services are being marketed?

1.

2.

3.

## Competition for the Entertainment Dollar

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Define discretionary income:

What is the role of the sports and entertainment marketing professional?

List 15 different types of entertainment offered in your area that compete for your entertainment dollars:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

## Reaching Consumers

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What is the primary challenge for today's sports/entertainment business professional?

What is the 20/80 rule?

New and emerging sports and entertainment offerings keep the marketplace in a constant state of what?

What are the primary factors influencing a consumer's decision to participate in sports and entertainment?

1.

2.

What are some other factors that could also influence a consumer's decision to participate in sports and entertainment?

1.

2.

3.

What are the seven major characteristics that define an elusive fan?



1.

2.

3.

4.

5.

6.

7.

How do sports and entertainment industry professionals connect with the elusive fan?

**What is fan engagement?**

What are three examples of how a sports and entertainment industry professional might engage with fans.

1.

2.

3.

## Event Management & Marketing

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Define event marketing:

Define event management:

What is an example of a mega event?

What are five examples of marketing activities typically associated with sports and entertainment events?

1.

2.

3.

4.

5.

**True or false:** Most mega events actually come in under budget.

**True or false:** For an event to be successful, organizers must find ways to generate corporate support.

**Describe the 5 P's of Event Marketing:**

1.

2.

3.

4.

5.

What are five examples of factors sports and entertainment marketers consider when planning an event?

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

**Define event triangle:**

What are the four key components of the triangle?

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

Identify five examples of an event.

1.

2.

3.

4.

5.

What is an event venue?

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 3: Sports & Entertainment Business Fundamentals

### OVERVIEW

Unit three offers an introduction to the basic business fundamentals that drive the sports and entertainment industry. Students will explore various industry segments while gaining an understanding of how sports and entertainment organizations generate revenue with the goal of achieving profitability.

### KEY TERMS

*Ancillary Products*

*Broadcast Rights*

*Economic Impact*

*Gamification*

*Industry Segment*

*Pop-up Store*

*Product Placement*

*Ratings*

*Revenue Stream*

### OBJECTIVES

1. Define and provide examples of sports and entertainment industry segments
2. Describe the concept of revenue and recognize its importance to a sports and entertainment organization  
Explain how sports and entertainment organizations generate revenue
3. Describe the concepts of broadcast rights
4. Explain the concept of ratings
5. Define ancillary products
6. Define and understand the importance of product placement
7. Describe industry trends
8. Explain the concept of economic impact

### LESSONS

[LESSON 3.1](#) [Industry Segments](#)

[LESSON 3.2](#) [Sports Business Fundamentals](#)

[LESSON 3.3](#) [Entertainment Business Fundamentals](#)

[LESSON 3.4](#) [Industry Trends](#)

[LESSON 3.5](#) [Industry Economics](#)



## LESSON 3.1

# Industry Segments

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There are many segments of the sports and entertainment business industry.

Define **industry segments**:

**List ten examples of sports business segments:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**List ten examples of entertainment business segments:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## Sports Business Fundamentals

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Professional team sports are finding it \_\_\_\_\_ to achieve financial success and turn a profit.

Define **revenue streams**:

Overall franchise values have \_\_\_\_\_ exponentially in the past decade.

Sports organizations historically relied on several specific streams to generate the majority of their revenue.

What are some examples?

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

Sports organizations operating today have several additional, often very lucrative, revenue streams. What are some examples?

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

List five examples of possible costs/expenses for a professional sports organization:

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

## Franchise Valuation

Unlike industrial or financial business, which is generally valued on \_\_\_\_\_ and \_\_\_\_\_, sport franchises are valued on their \_\_\_\_\_ for two reasons:

For the long term, the operating expenses within each league are:

Franchise revenues most closely measure the quality of \_\_\_\_\_ and \_\_\_\_\_ performance, ultimately the two most critical elements in the evaluation of team's overall value.

Professional sport team values have risen over the past decade and are expected to \_\_\_\_\_ for the next few years.

## Entertainment Business Fundamentals

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Entertainment business revenue streams are similar to sports products in that both products:

Define **ancillary products**:

What are some examples of ancillary products that could be generated from a blockbuster Hollywood film?

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

The sale of those ancillary products makes a profit for the film creators in the form of sales, royalties and licensing fees.

Define **royalties**:

Define **product placement**:

Product placement can be present in a number of media formats, including:

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

Not all product appearances are \_\_\_\_\_.

Product placement is one of the \_\_\_\_\_ growing advertising mediums in the entertainment industry

#### **Examples of Product Placement:**

Product placement is presenting itself in \_\_\_\_\_.

A \_\_\_\_\_ refers to any marketing or promotional activity that connects one brand or product with another (usually more well-known or publicized) product or event.

When the featured product does not pay for the exposure, it is referred to as a \_\_\_\_\_.

Reverse product placement occurs when \_\_\_\_\_.

## Industry Trends

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What are **industry trends**?

What are three examples of a trend that could shift within the sports/entertainment industry?

- 1.
- 2.
- 3.

How do sports and entertainment marketers track industry trends? Provide five examples below.

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

What are some current trends in the sports and entertainment industry? Provide three examples.

- 1.
- 2.
- 3.

## LESSON 3.5

# Industry Economics

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Sports, entertainment and events inevitably make an impact on the host city's economy.

**Economic impact** can be defined as:

**Direct effects** are:

**Indirect effects** are:

To measure economic impact, an \_\_\_\_\_ is often conducted.

These studies attempt to determine:

A study may be conducted \_\_\_\_\_ to a city placing a bid to host an event (or building a new facility) as a vehicle for persuading local officials or the community at-large that bringing the event to the area will be a positive thing for the local economy

Studies can also be conducted \_\_\_\_\_ the event takes place to measure the overall impact the event had on the local economy.

Sports corporations typically operate as \_\_\_\_\_ organizations.

A sports corporation's (also referred to as "sports authority", "sports foundation" or "sports commission") primary objective is to attract events to the communities they represent.

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 4: 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 four primary types 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

<b><u>LESSON 4.1</u></b>	<u><a href="#">Basic Marketing Concept</a></u>
<b><u>LESSON 4.2</u></b>	<u><a href="#">The Marketing Mix</a></u>
<b><u>LESSON 4.3</u></b>	<u><a href="#">Target Markets</a></u>
<b><u>LESSON 4.4</u></b>	<u><a href="#">Market Segmentation</a></u>
<b><u>LESSON 4.5</u></b>	<u><a href="#">Positioning</a></u>
<b><u>LESSON 4.6</u></b>	<u><a href="#">Market Research</a></u>
<b><u>LESSON 4.7</u></b>	<u><a href="#">Advertising</a></u>
<b><u>LESSON 4.8</u></b>	<u><a href="#">Digital Marketing</a></u>

### KEY TERMS

*Advertising*

*Demographics*

*Exchange Process*

*Geofence*

*Market Segmentation*

*Marketing Concept*

*Marketing Mix*

*Niche Market*

*Social Media*

*Target Market*

## 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.

# 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.

## 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:

What are the four important considerations when evaluating a target market?

1.

2.

3.

4.

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

1.

2.

3.

4.

5.

## Niche Marketing

Define **niche marketing**:

What is an example of a niche product?

What is an example of a niche sport?

## Market Segmentation

---

Define **market segmentation**:

### Forms of Segmentation

#### Demographic segmentation

What is demographic information?

What are three examples of types of demographic information that can be measured?

- 1.
- 2.
- 3.

#### Psychographic segmentation

What is psychographic segmentation?

What are three examples of types of psychographic characteristics?

- 1.
- 2.
- 3.

#### Behavioral segmentation

What is behavioral segmentation?

What are three examples of types of behaviors considered using this form of segmentation?

- 1.
- 2.
- 3.

### **Geographic**

What is geographic segmentation?

What are two examples of ways to segment a market using geographic information?

- 1.
- 2.

## Positioning

---

Define **positioning**:

Positioning is about \_\_\_\_\_

Positioning also refers to the place the product occupies in consumers' minds relative to \_\_\_\_\_ products.

### Positioning Strategy

What is a positioning map?

Products or services are compared and contrasted in relation to \_\_\_\_\_

Marketers must determine a position that distinguishes \_\_\_\_\_ from competitor products and services.

### Positioning Errors to Avoid

What is the biggest risk to a brand from a positioning standpoint?

### Product Differentiation

Define **product differentiation**:

What is one example of differentiation?



## Repositioning

Define **repositioning**:

What is one example of repositioning?

## Market Research

---

**Market research** is the process of:

Market research gathers information pertaining to:

1.

2.

3.

4.

What are the three steps in the market research process?

1.

2.

3.

Primary research consists of what?

1. Surveys

2.

3.

4.

5.

What are three examples of secondary research?

1.

2.

3.

What happens in step three of the research process?

## Advertising

---

Define **advertising**:

List five examples of advertising.

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

Why do companies advertise?

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

### Types of Advertising

1. \_\_\_\_\_ media

Describe: \_\_\_\_\_

\_\_\_\_\_

2. What is OOH advertising? \_\_\_\_\_

Provide three examples of OOH advertising:

1.

2.

3.

3. \_\_\_\_\_ is 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. \_\_\_\_\_ is 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:

7. \_\_\_\_\_ are activities that promote the image and communications an organization has with its employees, customers and public.

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.

## Digital Marketing

---

Define **digital marketing**:

Business and marketing professionals refer to the abundance of marketing messages as \_\_\_\_\_.

How does clutter impact marketers?

What makes digital marketing effective?

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

### Forms of Digital Marketing

What is **content marketing**?

What are examples of different ways content can be distributed online?

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

What is **viral marketing**?

**True or False:** Sports and entertainment companies can control whether a piece of content goes viral.

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.

How do sports teams benefit from **website marketing**?

What are two examples of website marketing?

- 1.
- 2.



What is **mobile marketing**?

What are two examples of mobile marketing?

- 1.
- 2.

How do sports or entertainment organizations benefit from using apps from a marketing perspective?

What is **location-based marketing**?

What is a **geofence**?

What is one example of location-based marketing?

**True or False:** Podcasts are declining in popularity making it an ineffective marketing tool for sports and entertainment brands.

## Social Media Marketing

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

What are examples of the purpose social media serves for consumers?

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

What are the benefits of social media marketing?

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

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

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

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 5: The Marketing Plan

### OVERVIEW

Unit five prepares students with the basic fundamentals required to develop an effective marketing plan. The situation or SWOT analysis is an important tool for any organization in determining key characteristics of their business and is integral to the planning process. Students will also learn the importance of creating a solid mission statement and the role finance plays in the development of the marketing plan. Unit five also examines additional components critical to the creation of a successful marketing plan.

### OBJECTIVES

1. Understand what the marketing plan is and why it is an important tool for sports and entertainment marketers
2. Identify key components of the marketing plan
3. Successfully compose a mission statement
4. Explain the purpose of a situation or SWOT analysis
5. Identify the four elements of a situation analysis
6. Recognize the importance of understanding the financials within the marketing plan
7. Determine which information is important to address within the marketing plan

### KEY TERMS

*Balance Sheet*

*Budget*

*Competition*

*Forecast*

*Income Statement*

*Marketing Plan*

*Market Share*

*Mission Statement*

*Monopoly*

*Situation (SWOT) Analysis*

### LESSONS

**LESSON 5.1** [What is the Marketing Plan?](#)

**LESSON 5.2** [Components of an Effective Marketing Plan](#)

**LESSON 5.3** [The Situation Analysis \(SWOT\)](#)

**LESSON 5.4** [Financing](#)

**LESSON 5.5** [Key Information Within the Plan](#)

## What is the Marketing Plan?

---

Define **marketing plan**:

Why is a marketing plan important?

The complexity of the marketing plan is determined by the \_\_\_\_\_  
and \_\_\_\_\_ of the organization.

The plan is also influenced by the organization's \_\_\_\_\_ and  
\_\_\_\_\_.

### Understanding the Market

Before completing the marketing plan, organizations must \_\_\_\_\_.

What factors must an organization research and evaluate within a market before creating the marketing plan?

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

## Understanding Competition

Define **competition**.

When two or more businesses sell the same goods or services, they are \_\_\_\_\_ for the same consumers. Competition impacts price points, product features and marketing strategies because businesses are fighting for an edge that will persuade consumers to choose their products or services over those of competitors.

What is **market share**?

## Types of Competition

**Direct competition** occurs between:

**Indirect competition** occurs between:

It is possible for some products and services to compete \_\_\_\_\_ at times and \_\_\_\_\_ at others.

What are **substitute products**?

A **monopoly** occurs when:

## Components of an Effective Marketing Plan

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### Components of an effective marketing plan

Define **mission statement**:

What are three examples of questions a **mission statement** should address?

1.

2.

3.

Describe the **executive summary**:

Define **situation analysis** (also referred to as SWOT):

What four key factors are evaluated through the use of a SWOT analysis?

1.

2.

3.

4.

**Marketing goals** and objectives:

To be effective, objectives should follow the **S.M.A.R.T.** criteria

S \_\_\_\_\_

M \_\_\_\_\_

A \_\_\_\_\_

R \_\_\_\_\_

T \_\_\_\_\_

Describe **Market research / Marketing strategies**:

Describe **Implementation**:

Describe **Evaluation** and **Control**:

Describe additional components that may also be present within marketing plan:



## The Situation Analysis (SWOT)

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Follow the outline in your textbook to fill in the components of the situation analysis below:

**S** \_\_\_\_\_

1. Patents
- 2.

**W** \_\_\_\_\_

The absence of certain strengths may be viewed as a weakness, such as a lack of patent protection.

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

**O** \_\_\_\_\_

- 1.
- 2.
- 3.

**T** \_\_\_\_\_

These could be internal, such as falling productivity, or external, such as lower priced products offered by competitors.

- 1.
- 2.
- 3.

Hypothetically, let's say you were conducting a SWOT analysis for an apparel and footwear company competing with companies like Nike, Adidas and Under Armour for market share.

1. Strengths

- a.
- b.
- c.

2. Weaknesses

- a.
- b.
- c.

3. Opportunities

- a.
- b.
- c.

4. Threats

- a.
- b.
- c.

## Financing

---

A **critical element** to an effective marketing plan focuses on finances

Define **forecast**:

Define **budget**:

The budget also requires careful review of other financial statements, including the \_\_\_\_\_ statement and projected \_\_\_\_\_ .

Define **balance sheet**:

The balance sheet shows current \_\_\_\_\_ (cash, property, equipment, receivables) and current \_\_\_\_\_ (debts owed and loans).

Define **income statement**:

The income statement identifies all \_\_\_\_\_ received and \_\_\_\_\_ paid.

What is **evaluation** and why is it important?

## Key Information Within the Plan

In addition to a thorough SWOT analysis, companies must consider numerous other factors when creating their marketing plans.

1. \_\_\_\_\_
  - a. What event, product, or service will be marketed?
2. \_\_\_\_\_
  - a. Who are the company's competitors?
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
3. \_\_\_\_\_
  - a. How will the company's product get to the consumer?
4. \_\_\_\_\_
  - a. How much does the product cost the company to produce?
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
5. \_\_\_\_\_
  - a. How will the company integrate an effective promotional mix into the plan?
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

6. \_\_\_\_\_

a. What is the projected overall revenue?

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

7. \_\_\_\_\_

a. What legal liability could the company face?

b. \_\_\_\_\_

8. \_\_\_\_\_

a. What sales strategy will be employed?

b. \_\_\_\_\_

9. \_\_\_\_\_

a. How will the plan be carried out in a manner that will allow for the organization to accomplish its goals and objectives?

10. \_\_\_\_\_

a. Where is the business going?

b. \_\_\_\_\_

## ADDITIONAL NOTES

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# Student Notes Guide

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## Unit 6: Branding & Licensing

### OVERVIEW

Unit six addresses the concepts of branding and licensing, two very important principles in the sports and entertainment marketing business. Branding, as a function of marketing, contributes to the overall perception consumers carry with respect to a particular company or its products. Successful branding strategies can be seen all over the sports and entertainment industry, with examples like ESPN, Sports Illustrated, MTV, Gatorade and the New York Yankees. Licensing has become a critical revenue producer for all properties in the sports and entertainment industry and continues to grow at an astounding pace. Unit six explores the factors contributing to that growth.

### OBJECTIVES

1. Define branding
2. Define brand equity and brand extension
3. Differentiate between corporate brand, product brand and store brand
4. Determine the components of an effective brand name
5. Define licensing
6. Discuss the licensing process
7. Distinguish between licensor and licensee
8. Explain the advantages and disadvantages to the licensing process
9. Identify the four key considerations of on-site merchandising

### KEY TERMS

*Brand Extension*

*Branding*

*Corporate Brand*

*Licensee*

*Licensing*

*Licensor*

*Product Brand*

*Slogans*

*Store Brand*

*Trademark*

### LESSONS

[LESSON 6.1](#)   [Branding](#)

[LESSON 6.2](#)   [Brand Building](#)

[LESSON 6.3](#)   [Licensing](#)

[LESSON 6.4](#)   [The Licensing Process](#)

[LESSON 6.5](#)   [Merchandising](#)

## Branding

---

### Branding

Define **branding**:

Branding describes a company's or event's efforts to \_\_\_\_\_ .

What are the three primary types of brands?

1.

2.

3.

Define **corporate brand**:

Corporate brand example:

Define **product brand**:

Product brand example:

Define **store brand**:



Store brand example:

What are five examples of branding mechanisms?

1.

2.

3.

4.

5.

What is a **brand mark**?

What is a **logo**?

When a brand name or trade name is registered, it also becomes a \_\_\_\_\_.

Define **trademark**:

What are **slogans**?

## Protecting the Brand

Organizations will go to great lengths to protect their brand from a \_\_\_\_\_ perspective.

## Brand Building

---

**True or false:** Successful brands are not built overnight.

### Characteristics of a Successful Brand

What are six examples of characteristics of a successful brand?

1.

2.

3.

4.

5.

6.

What are two examples of a benefit associated with the development of a strong brand?

1.

2.

What is one example of a strong brand?

## Brand Building

To build a successful brand, sport and entertainment organizations focus on the development of:

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

What is **brand awareness**?

What is a **brand image**?

What is **brand equity**?

What is **brand loyalty**?

What is the difference between brand equity and brand value?

What is currently the most valuable brand in the world?

What is **brand loyalty**?

Why is brand loyalty important to a sports and entertainment organization?

Define **brand extension**:

Provide an example of brand extension in the space below:

What is **co-branding**?

Provide an example of co-branding in the space below:

What is **rebranding**?

Provide an example of rebranding in the space below:

# Licensing

---

## Licensing

Define **licensing**:

Define **licensor**:

List three examples of licensors:

- 1.
- 2.
- 3.

Define **licensee**:

- 1.
- 2.
- 3.

List three examples of licensees:

- 1.
- 2.
- 3.

What are the 3 P's of licensing?

- 1.
- 2.
- 3.

**True or false:** Licensed products and merchandise are not manufactured by leagues, teams, or schools, but rather by independent companies under an agreement with a sports entity.

## Distribution

Licensed goods are available in \_\_\_\_\_ , \_\_\_\_\_ stores,  
\_\_\_\_\_, \_\_\_\_\_ , and \_\_\_\_\_.

Licensed merchandise is made available through many channels of \_\_\_\_\_.

## Collectibles and Memorabilia

**True or false:** Like licensed merchandise, collectibles and memorabilia can be extremely lucrative.

What is one example of a recent sale of a piece of memorabilia or a collectible that represents how lucrative the industry can be?

## The Licensing Process

---

Identify three factors that contribute to the mass appeal of licensed products:

- 1.
- 2.
- 3.

List five examples of possible *licensee* advantages:

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

List five examples of possible licensee disadvantages:

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

List five examples of possible *licensor* advantages:

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

List five examples of possible licensor disadvantages:

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

What are the three basic steps in the licensing process?

- 1.
- 2.
- 3.

What are the two primary ways licensing impacts you as a consumer?

- 1.
- 2.



What are **counterfeit goods**?

How do licensors protect against counterfeiting?

How does licensing impact pricing?

What are the **3 P's of licensing**?

- 1.
- 2.
- 3.

## Merchandising

---

### In-House Merchandising

What are the three types of merchandising?

Steps in the in-house merchandising process include:

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

### On-site Merchandising

What is **on-site merchandising**?

How do organizations maximize income for a sports entertainment event?

Four key considerations for a successful on-site merchandising plan:

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

Best practices for selling on-site merchandise include:

- 1.
- 2.
- 3.

## Online Merchandising (E-commerce)

**Online merchandising** refers to:

Making merchandise available online opens up \_\_\_\_\_.

Advantages to e-commerce include:

- 1.
- 2.
- 3.

What are the disadvantages to e-commerce?

- 1.
- 2.
- 3.

What is **omnichannel** merchandising?

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 7: Introduction to Promotions & Sales

### OVERVIEW

Unit seven provides a basic introduction to sales and emphasizes its importance to sports and entertainment business. A basis for a fundamental understanding of promotion is also explored. Students will be able to identify steps within the sales process, recognize the role of customer service and identify various forms of promotion. Students are encouraged to work through related class activities, particularly role plays or simulation exercises, to gain a clear comprehension of the sales process.

### OBJECTIVES

1. Define and give examples of sales
2. Identify three personal selling categories
3. Identify four sales methods
4. Name at least five steps in the sales process
5. Detail why customer service is important
6. Recognize some common characteristics of successful sales professionals
7. Define promotion
8. Identify the elements of the promotion mix
9. Describe and offer an example of five forms of promotion

### KEY TERMS

*B2B*

*Customer Service*

*Feature-Benefit Selling*

*Objection*

*Personal Selling*

*Promotion*

*Promotion Mix*

*Proposal Sales*

*Upselling*

### LESSONS

<a href="#"><u>LESSON 7.1</u></a>	<a href="#"><u>Understanding Sales</u></a>
<a href="#"><u>LESSON 7.2</u></a>	<a href="#"><u>The Sales Process</u></a>
<a href="#"><u>LESSON 7.3</u></a>	<a href="#"><u>Sales Strategies, Skills &amp; Techniques</u></a>
<a href="#"><u>LESSON 7.4</u></a>	<a href="#"><u>Importance of Customer Service</u></a>
<a href="#"><u>LESSON 7.5</u></a>	<a href="#"><u>Sales Professionals</u></a>
<a href="#"><u>LESSON 7.6</u></a>	<a href="#"><u>Promotions</u></a>

## Understanding Sales

---

Define **sales**:

What are some examples of sales activities in the sports and entertainment field?

1.

2.

3.

Why is selling important?

1.

2.

3.

4.

### Personal Selling Categories:

Define **personal selling**:

Benefits to personal selling could include:

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

## Personal Selling Categories:

1. \_\_\_\_\_ sales

Refers to sales professionals that sell company products and services over the \_\_\_\_\_, Internet, or other means of communication from inside the company's office.

They either make \_\_\_\_\_ calls to prospective customers or receive incoming orders or phone calls pertaining to company products or services

Typically utilized for products and services that require minimal investment levels, such as \_\_\_\_\_.

2. \_\_\_\_\_ sales (ex. telemarketers).

Refers to sales professionals that primarily communicate with customers in person.

Could include:

Also referred to as "\_\_\_\_\_ " or "\_\_\_\_\_ "

3. \_\_\_\_\_ sales

Refers to sales professionals located \_\_\_\_\_ at a venue or facility who sell to customers in person at the event or to future events.

Movie theaters sell most of their tickets through \_\_\_\_\_.

A general rule of thumb among sports and entertainment companies is that \_\_\_\_\_ employed by the organization represents a salesperson on some level.

## Sales Methods

1. Feature-\_\_\_\_\_ selling

Product attributes (or features) are the:

Customer benefits are the:

An example of a customer benefit could include:

Define the **feature-benefit selling** process:

2. Full \_\_\_\_\_ marketing

**Full menu marketing** is the selling of:

3. E-Commerce

Refers to the process of buying and selling of goods:

4. \_\_\_\_\_ mail

**Direct mail** is a sales effort conducted \_\_\_\_\_

Characteristically sent to \_\_\_\_\_ of prospective customers soliciting orders for company products and services

To be effective, the direct mail approach must be:

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



#### 4. Digital/Electronic Sales & Marketing

Refers to the process of buying a:

**True or false:** E-mail marketing and other digital strategies can be incredibly productive for a sports or entertainment property.

**True or false:** Social media platforms are increasingly providing value for sports and entertainment properties as an additional avenue for generating sales.

# The Sales Process

Follow the outline from your textbook to describe the steps of the sales process in the spaces below.

Steps to effective implementation and management of the sales process

-----

- i. What inventory (seat locations etc.) is available to be sold?
- ii. How much does the product or service cost?
- iii. What are the features and benefits to your product or service?

-----

- iv. Leads are the names of -----
- v. This step is often referred to as *prospecting*

-----

- vi. Do they have experience with your team, venue, or event?
- vii. What influence do they have over the purchasing decision?

-----

- viii. The sales call is -----
- ix. Sales calls can take place via telephone, e-mail or in person
- x. Utilized by both inside sales and outside sales representatives
- xi. Oftentimes sales people will use a pre-written script to help guide them with a telephone sales call

-----

- xii. Secure a sale or, more likely, schedule a face-to-face appointment
- xiii. The face-to-face appointment provides a valuable opportunity for the sales professional to build rapport and establish a relationship with the customer

-----

- xiv. Sales people often conduct a “needs analysis” to determine where company products and services may be able to assist a prospective customer in meeting their organization’s goals and objectives

-----

- xv. Increase customer awareness and interest in company products and services

- xvi. This communication takes place in some form of a presentation
- xvii. This information can be presented in the form of a proposal
- xviii. A **proposal** is \_\_\_\_\_
- xix. Each proposal is customized to meet specific customer needs

- 
- xx. Asking for acceptance of the proposal or for a purchase decision

- 
- xxi. Define **objections**: \_\_\_\_\_
    - 1. Occur when there is lingering doubt or unanswered questions in the mind of the prospect
    - 2. The prospective customer may be favorably inclined to make a purchase but needs clarification, more concessions, or approval by another party

- xxii. It is the responsibility of the sales professional to \_\_\_\_\_

- xxiii. Objections could include

- 1. \_\_\_\_\_
  - 2. \_\_\_\_\_
  - 3. \_\_\_\_\_

- 
- xxiv. The close is the stage of the sales cycle where \_\_\_\_\_

- xxv. The close is when the prospective customer becomes an official client

- xxvi. Sales professionals often make the mistake of thinking this is the last step of the sales process

- 
- xxvii. The follow up stage is critical to ensure \_\_\_\_\_

- xxviii. The organization is responsible for ensuring all services agreed upon throughout the sales process are fulfilled

- xxix. Much new business for any organization comes from existing business

- 
- xxx. Fulfillment is the process of \_\_\_\_\_

- xxxi. Meeting and exceeding customer expectations is integral to retaining their business in the future

- xxxii. Renewal is the agreement between sponsor and sponsee to continue with a sponsorship for a predetermined, usually contractual, period of time
  - xxxiii. Renewals also occur between ticket holders and an organization
- 

- xxxiv. \_\_\_\_\_ the results of a promotional investment (season tickets, luxury suites, sponsorships, endorsement agreements) help an organization determine its effectiveness
- xxxv. Evaluations are typically objective (sales fluctuations) but can also be subjective (increased media attention or public awareness)
- xxxvi. It is important for the sales professional to be involved in this step of the process to gain a better understanding of whether or not they are meeting client needs.
- xxxvii. Many sports and entertainment organizations set ticket, merchandise and concessions sales objectives with daily, weekly, and monthly targets. The sales data is then compared with information from the same date for the previous year.

## Sales Strategies, Skills & Techniques

---

### Personal Sales Strategies

1. \_\_\_\_\_ selling

The salesperson and client take time to understand one another and develop a relationship according to the sales person's offer and the client's needs

2. \_\_\_\_\_ selling

The salesperson and client have limited interaction and the sale is based mostly on price or a specific element

3. \_\_\_\_\_ selling

A variation of collaborative selling that includes multiple people from the selling or buying organization, or both

### Sales Skills and Techniques

**Prospecting** is the process of:

What avenues might a sales professional explore when prospecting to develop quality sales leads?

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

**Referrals** occur when:

Referrals are traditionally an extremely \_\_\_\_\_ means for generating new sales.

**Networking** occurs when:

\_\_\_\_\_ (also known as B2B) marketing involves activities one business makes in effort to sell their products and services to another business, rather than to the individual consumer.

Sales people often involve themselves in \_\_\_\_\_ in an effort to connect with as many new people as possible.

\_\_\_\_\_ meetings provide an exceptional means for meeting other business professionals who could become future customers or offer referrals.

**Cold calling** refers to:

The cold calling technique is generally a \_\_\_\_\_ productive means for generating sales than other techniques (networking and referrals) because the personal relationship element is non-existent.

## Importance of Customer Service

---

Define **customer service**:

Many organizations strive to meet and exceed customer expectations, oftentimes integrating service goals with company \_\_\_\_\_ statements.

Customer service represents a critical step in the sales process and is ultimately about \_\_\_\_\_.

Customer service's role is to help customers \_\_\_\_\_ with the sports or entertainment organization.

Who are the customers?

### The Benefits of Customer Service

What are the benefits to an organization affiliated with providing excellent customer service?

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

## Why is customer service important?

According to the Customer Service Institute, it can cost as much as \_\_\_\_\_ as much to acquire a new customer than it does to service an existing one.

According to the same institution, customers tell \_\_\_\_\_ as many people about a bad experience over a good one

Retention is crucial to any sports team as \_\_\_\_\_ and \_\_\_\_\_ revenue is a vital piece of the organizations' financial viability

## Turning service into sales

For most segments of the sports industry, \_\_\_\_\_ % of consumers are referred by word of mouth from existing customers.

Many organizations create marketing strategies that cater to both existing and new customers with an emphasis shifting toward \_\_\_\_\_ customers.

Positive relationships with a customer base enable an organization to effectively implement and utilize \_\_\_\_\_ programs.

"Upselling" opportunities become more frequent with \_\_\_\_\_ customers.

Define **upselling**:

An empathetic approach to service refers to:

What are some examples of ways organizations improve customer service?

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



## Sales Professionals

---

List at least ten criteria/characteristics that help make a good salesperson.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### Specific skills

Good salespeople will never lose \_\_\_\_\_.

Successful salespeople consistently ask \_\_\_\_\_.

Effective salespeople \_\_\_\_\_ with customers after the sale with the same dedication they demonstrated before the sale.

### “Game plan”

Good salespeople will devise a \_\_\_\_\_ that best caters to their strengths.

A quality game plan includes gaining knowledge not only of company products and services, but of the backgrounds of \_\_\_\_\_.

Effective salespeople devise and implement effective \_\_\_\_\_ plans.

## Promotions

---

Define **promotion**:

### Promotion mix

Define **promotion mix**:

Key factors that affect decisions regarding the promotions mix include:

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

### Forms of promotion

What are four basic types of promotion?

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

**True or false:** Sales promotions involve activities or communications that encourage consumers to purchase products or services.

Typically short term, encouraging consumers to \_\_\_\_\_ quickly.

Sales promotion activities could include:

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

Where do **onsite promotions** take place?

\_\_\_\_\_ promotions refers to promotions that take place on the \_\_\_\_\_ between game breaks.

Many sports organizations consider the on-field promotions to be one of their most \_\_\_\_\_ and profitable pieces of sponsorship inventory.

What is an example of a fan engagement promotion?

\_\_\_\_\_ promotions take place in areas within a facility \_\_\_\_\_ associated with the playing field.

Examples of **in-venue promotions** could include:

- 1.
- 2.
- 3.

\_\_\_\_\_ promotions focus on a \_\_\_\_\_ event, as opposed to multiple events.

Examples of **event promotions** could include:

- 1.
- 2.

\_\_\_\_\_ promotions include any promotional activities that occur \_\_\_\_\_ from an organization's facility, venue or offices.

Examples of **off-site promotions** could include:

- 1.
- 2.

Research indicates these promotions can enhance \_\_\_\_\_

**Fan identification** is:

\_\_\_\_\_ promotions take place at every game, match or event throughout an \_\_\_\_\_ season.

Effective because of the increase in the number of \_\_\_\_\_ and an elevated level of fan/consumer \_\_\_\_\_.

An example of a **full season promotion** could include:

\_\_\_\_\_ promotions involve a \_\_\_\_\_ sponsor or tie-in.

The presence of **media promotions** allow an organization to \_\_\_\_\_ attendance and event support throughout the community, ultimately helping the organization meet its goals and objectives.

## ADDITIONAL NOTES

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# Student Notes Guide

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## Unit 8: Sponsorship & Endorsement

### OVERVIEW

Unit eight explores the concept of sports and entertainment sponsorship and celebrity endorsement. Throughout unit eight, students will begin to understand the significance of sponsorship and its impact on the financial viability of sports, entertainment and event properties. Students will also gain an understanding of why companies make the decision to engage in sponsorship as a promotional opportunity for their business, as well as the decisions required to ensure their sponsorship program is a sound investment. In addition, unit eight provides a glimpse of several concepts important to the sponsorship field, including cause marketing, ambush marketing and endorsements.

### KEY TERMS

*Ambush Marketing*  
*Cause Marketing*  
*Endorsement*  
*Gross Impression*  
*Sponsorship*

### OBJECTIVES

1. Define and offer examples of sponsorship
2. List three ways a company might implement sponsorship programs
3. Identify three factors that have impacted the growth of sponsorship
4. Define and offer an example of cause marketing
5. Understand why a company would engage in sponsorship
6. Explain what criteria must be met for a sponsorship to be effective
7. Illustrate the concept of ambush marketing
8. Describe sponsorship inventory
9. Define endorsement

### LESSONS

<a href="#"><u>LESSON 8.1</u></a>	<a href="#"><u>Sponsorship</u></a>
<a href="#"><u>LESSON 8.2</u></a>	<a href="#"><u>Sponsorship Growth</u></a>
<a href="#"><u>LESSON 8.3</u></a>	<a href="#"><u>Sponsorship Decisions</u></a>
<a href="#"><u>LESSON 8.4</u></a>	<a href="#"><u>Ambush Marketing</u></a>
<a href="#"><u>LESSON 8.5</u></a>	<a href="#"><u>Pricing Sponsorships</u></a>
<a href="#"><u>LESSON 8.6</u></a>	<a href="#"><u>Endorsements</u></a>

## Sponsorship

---

Define **sponsorship**:

Sponsorships provide a \_\_\_\_\_ between two parties.

Sponsorship examples could include:

- 1.
- 2.
- 3.

What are three examples of ways brands can align with a sponsored party?

- 1.
- 2.
- 3.

What is **exclusivity**?

What makes sponsorship an effective promotional opportunity for a company?

What are five common ways businesses implement sponsorship programs?

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

What is the goal of a **retail promotion**?

What does brand awareness mean from a sponsorship perspective?

What is a venue/event on-site promotion and how might sponsors benefit?

What is **relationship management** as it relates to a sponsorship program?

How can a sponsorship help a company to introduce new products?



## LESSON 8.2

# Sponsorship Growth

---

Sponsorship spending in North America shows consistent growth over the past \_\_\_\_\_ years.

Sponsorship is a primary source of \_\_\_\_\_ for many major corporations.

List five key factors influencing growth of sponsorship.

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

Define **cause marketing**:

Research has indicated that consumers have a propensity to change brands if:

Cause marketing has proven to be extremely effective, and \_\_\_\_\_ provides a valuable platform for cause marketing programs.

Cause marketing has become one of the most popular \_\_\_\_\_ in sports and entertainment marketing

**True or false:** Cause marketing is the same thing as philanthropy.

How can you tell if it is cause-related marketing?

- 1.
- 2.
- 3.

Describe an example of cause marketing:

What differentiates sponsorship from traditional media, making it a unique promotional tool?

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

## Sponsorship Decisions

---

List reasons why companies engage in sponsorship programs.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

### Deciding what to sponsor

What are naming rights?

**True or false:** Naming rights only apply to the name of a facility or venue.

Criteria companies consider when deciding what to sponsor could include:

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

Define **gross impression**:

## Sponsorship Activation

What is **sponsorship activation**?

Most companies spend \$\_\_\_\_\_ per dollar spent on the sponsorship fee itself in leverage/activation.

What are five popular activation strategies?

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

What are six keys to a successful sponsorship?

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

**True or false:** Sponsorship does not come without risk.

What are some examples of challenges sports and entertainment marketing professionals might face when working with sponsorships?

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

## Ambush Marketing

---

Define **ambush marketing**:

**True or false:** Ambush marketing typically occurs at local events in small communities.

Describe one notable event in the history of ambush marketing:

What are five of the most common ambush marketing tactics?

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

**True or false:** When properly executed, ambush marketing can be extremely effective for a company.

Is ambush marketing legal?

In your opinion, is ambush marketing ethical?

What is one example of a way sports and entertainment organizations can combat ambush marketing?

## Pricing Sponsorships

---

### Inventory

What is inventory?

What are three examples of something inventory could include?

- 1.
- 2.
- 3.

What is signage?

How do sponsors benefit from signage?

What is virtual signage?

### Pricing sponsorships

**True or false:** Pricing is complex because of the variety of elements included in a property or event's inventory.

Define **rate card**:

What is an example of a factor that could impact sponsorship prices?

What are four considerations when pricing sponsorships?

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



## Endorsements

---

Define **endorsement**:

The celebrity agrees to \_\_\_\_\_.

Endorsement examples:

- 1.
- 2.
- 3.

What is the key difference between an athlete/celebrity endorsement and influencer marketing?

What characteristics do sports and entertainment marketers consider when evaluating which athletes and entertainers offer the best fit for their brand?

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

**True or false:** Aligning the appropriate athlete or celebrity with the brand can be very challenging and doesn't come without risk.

## Effective endorsement campaigns

For the campaign to be successful, what will the athlete or celebrity endorser do?

Consumers must actually \_\_\_\_\_ the athlete or celebrity uses the product or service otherwise the campaign's credibility risks being undermined.

**True or false:** Studies have shown that celebrity endorsements can be extremely effective in helping a company to successfully drive sales of its products and/or services.

## ADDITIONAL NOTES

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# Student Notes Guide

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## Unit 9: Ticket Promotion & Sales

### OVERVIEW

Unit nine begins to explore the roots of sports and entertainment business by providing students with an understanding of the ticketing process. Ticketing, as a function of sports and entertainment marketing, has evolved into a complex process and proves to be one of the most important components of the SEM marketing mix. This unit will cover the way tickets are sold and marketed, and the importance this revenue stream has on an organization's financial viability.

### KEY TERMS

*Data Mining*

*Frequency Escalator*

*Group Tickets*

*Season Tickets*

*Season Ticket Equivalents*

*Ticket Package*

### OBJECTIVES

1. Understand the importance of ticket sales to the sports and entertainment industry
2. Identify factors that influence a fan's decision to purchase tickets
3. List at least five ticket sales strategies
4. Define ticket package
5. Explain the concept of frequency escalator
6. Describe how ticketing technology has provided innovative alternatives for customers

### LESSONS

**LESSON 9.1**     [Role of Ticket Sales in Sports and Entertainment Business](#)

**LESSON 9.2**     [Ticket Sales Strategies](#)

**LESSON 9.3**     [The Ticket Sales Cycle](#)

**LESSON 9.4**     [Ticketing Technologies](#)

## Role of Ticket Sales in Sports and Entertainment Business

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A fan's participation in a game or event can be as important as the athletes and performers as they

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Ticket sales provide the \_\_\_\_\_ for any organization within the industry.

What are some factors that influence ticket sales and attendance?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

What is one example of a ticketing trend?

## Ticket Sales Strategies

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What are some factors that influence ticket sales and attendance?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What are **season tickets**?

Why do most organizations include additional benefits for season ticket holders?

What is a **PSL**?

**True or false:** All sports teams sell PSLs.

What is a ticket package?

What are two examples of ticket packages?

Why do sports teams offer ticket packages?

Define **season ticket equivalents**:

**True or false:** Two half season ticket packages would represent an example of one season ticket equivalent.

What is premium seating?

Why might a company purchase tickets in a luxury suite at a professional sports arena or stadium?

What are “multi-use” opportunities as it relates to suite sales?

What are **group tickets**?

Why are group tickets important to sports teams?

In the space below, create three examples of group ticket packages:

1.

2.

3.

What are “fan experience” packages?

What is one example of a fan experience package?

What is a theme night?

What is one example of a theme night?

What are individual game sales?

What are ticket promotions? Why do teams create ticket promotions?



## The Ticket Sales Cycle

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What is the ultimate goal of sports and entertainment promotion?

Essentially, the goal is to increase overall levels of \_\_\_\_\_.

On average, U.S. companies lose \_\_\_\_\_% of their customers in five years.

### Frequency escalator concept

Define **frequency escalator**:

What are the five categories of fan groups identified in the frequency escalator model?

1.

2.

3.

4.

5.

Describe the **Unaware Consumer**:

Describe the **Indirect User**:

Describe the **Light User**:

Describe the **Medium User**:

Describe the **Heavy User**:

What does “**descending the escalator**” mean?

## Ticketing Technologies

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What are five ways technology has impacted the ticketing process?

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

How has technology helped to streamline the ticket distribution process?

How has technology impacted the fan experience as it relates to ticketing?

What is **data-based marketing**?

How does an organization benefit by segmenting fans based on buying habits and demographics?

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

What is **data mining**?

What is **data mining**?

What is one example of data-based marketing?

How has technology impacted the way organizations can optimize customer service?

How has technology influenced pricing and payment options? What impact does that have on consumers?

What is **dynamic pricing**?

Why do organizations implement dynamic pricing strategies?

How might organizations use digital wallets and blockchain from a ticketing perspective?

How has technology influenced the sales process?

## ADDITIONAL NOTES

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# Student Notes Guide

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## Unit 10: Fan Experience

### OVERVIEW

Unit ten discusses the importance of game operations and game entertainment. The fundamental concept of game operations and entertainment is the way “breaks” in an event or game (half-time, time-outs etc.) are perceived by sports marketer as “opportunities”. The game operations process begins before any of the games are played when sports marketers identify the additional entertainment that will be added to the event to keep the audience involved and entertained.

### KEY TERMS

*Fan Experience*

*Game Attractiveness*

*Game Operations*

### OBJECTIVES

1. Describe the concept of the fan/spectator experience
2. Define the term game operations
3. Identify five elements of game entertainment
4. Explain what is meant by “game attractiveness” and how it influences attendance
5. Explain why game operations are important to a sports organization
6. Describe the relationship between game operations and other functions of the organization

### LESSONS

**LESSON 10.1** [Fan Experience](#)

**LESSON 10.2** [What are Game Operations?](#)

**LESSON 10.3** [Role of Game Operations in Sports Marketing](#)

## Fan Experience

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What is fan experience?

How important is the fan experience?

When does the spectator or fan experience begin?

What are factors that influence the fan experience?

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

What are three ways organizations manage, control and enhance the fan experience?

- 1.
- 2.
- 3.

What are five examples of ways technology can help improve the fan experience?

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

How can an app impact the fan experience?

What is biometric technology?

What is a contactless experience?

What is one example of a stadium amenity that impacts the fan experience?

What is one example of in-seat technology that has helped to improve the fan experience?



How can technology help to improve fan health and safety at games and events?

Why is that important?

What is one example of how an organization can proactively control the environment?

Why is it important to communicate expectations for fan behavior?

How has the pandemic impacted the way sports and entertainment business professionals approach the fan experience?

## What are Game Operations?

---

Define **game operations**:

When does the game operations process begin?

What are some of the elements of game entertainment?

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

Successful game operations can help the organization achieve its goals by:

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

**True or false:** To execute and implement each element of the game operations plan, an organization typically has a game day staff in place.

Define **game attractiveness**:

What are some event variables that contribute to game attractiveness?

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

## Role of Game Operations in Sports Marketing

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What are four key areas where successful game operations strategies can assist the business?

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

How can game operations impact ticket sales and attendance?

How can game operations impact sponsorship?

How can game operations help to generate publicity?

How can game operations impact customer service?

## ADDITIONAL NOTES

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# Student Notes Guide

## Unit 11: Sports & Entertainment Communications

### OVERVIEW

The topics covered in unit eleven introduce the various components of sports and entertainment communications including publicity, public relations, community relations and media relations. A key concept discussed is a growing industry trend; the integration of publicity with the sponsorship component of the sports and entertainment business model, as well as aligning publicity plans with promotional and sales efforts. Unit eleven also examines the various methods organizations employ to effectively communicate information about their products and services with customers, media and fans.

### OBJECTIVES

1. Explain why sports and entertainment communications are important
2. Define publicity
3. Differentiate between publicity, public relations, media relations and community relations
4. Identify the three approaches to media relations
5. Describe the three ways community relations programs are implemented
6. Name the six functions of sports and entertainment communications
7. Explain how publicity impacts other areas of sports and entertainment business
8. Create a press release with all its essential elements
9. Recognize the types of information typically included in press kits
10. Understand some of the social issues that impact the business of sports and entertainment

### KEY TERMS

*Community Relations*

*Ethics*

*Foundation*

*Goodwill*

*Media Relations*

*Press Release*

*Public Relations*

*Publicity*

*Publicity Stunt*

### LESSONS

[LESSON 11.1](#) [Sports & Entertainment Communications](#)

[LESSON 11.2](#) [Publicity](#)

[LESSON 11.3](#) [Functions of Sports and Entertainment Communications](#)

[LESSON 11.4](#) [Integrating Publicity](#)

[LESSON 11.5](#) [The Publicity Plan](#)

[LESSON 11.6](#) [Social Issues in Sports & Entertainment](#)

## Sports & Entertainment Communications

---

What is the role of communications in sports and entertainment?

What are three sources of sports and entertainment information?

- 1.
- 2.
- 3.

**True or false:** Musicians today can build a career entirely over the Internet using a web site, YouTube, TikTok, social media, and an effective marketing strategy.

While social media can be a valuable communications tool, the instant accessibility provided by various social channels can pose challenges for sports and entertainment communications professionals. **Why?**

How do athletes and entertainers benefit from social media from a communications perspective?

What risks might be associated with social media for athletes and entertainers?

## Publicity

---

Define **publicity**:

In sports and entertainment communications, publicity is generated, managed and controlled by three primary components...what are they?

- 1.
- 2.
- 3.

What is the biggest disadvantage to publicity?

What are **public relations**?

What are **media relations**?

How do media companies benefit by featuring sports and entertainment news?

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



What is **clickbait**?

**True or false:** Rampant clickbait leads to an erosion of trust and credibility for journalists, even those who pride themselves on doing their jobs with integrity.

What is a **media blitz**?

What are some examples of activity within the industry that can lead to negative publicity?

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

What are three approaches to media relations?

- 1.
- 2.
- 3.

What are **community relations**?

What are the five ways community relations are typically implemented?

1.

2.

3.

4.

5.

What is a **foundation**?

**True or false:** Through foundations, individual athletes and entertainers can shed negative images and/or build a positive image.

## Functions of Sports and Entertainment Communications

---

What are the six primary functions of sports and entertainment communications?

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

Define **goodwill**:

How do companies generate goodwill?

What is crisis management?

Why is crisis management important?

**True or false:** Crisis management often includes a strong focus on public relations to recover any damage to public image and assure consumers that recovery is underway.

## Integrating Publicity

---

What are some examples of areas of a sports or entertainment organization where publicity can benefit the business?

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

Provide at least three examples:

- 1.
- 2.
- 3.

## The Publicity Plan

---

**True or false:** It is critical to recognize how consumers perceive the organization as a whole.

What is a **publicity plan**?

What are some examples of common components of a publicity plan?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What is a **press conference**?

What is a **press kit**?

What are five examples of information that might be included in a press kit?

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

What is a **press release**?

**True or false:** An effective press release could be fairly lengthy as it must provide every detail about the news-related event.

What are three examples of the type of information an organization may distribute via press release:

- 1.
- 2.
- 3.

What is a **publicity stunt**?

**True or false:** There is some risk associated with publicity stunts.

## Social Issues in Sports & Entertainment

---

Social issues in sports and entertainment refer to what?

Define **ethics**:

Words often associated with ethical behavior could include:

**True or false:** Most sports and entertainment organizations feel they have an obligation to operate their business from an ethical standpoint.

What are some examples of current social issues in sports and entertainment?

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

## ADDITIONAL NOTES

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# Student Notes Guide

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## Unit 12: Sports & Entertainment Careers

### OVERVIEW

Unit twelve focuses on the broad range of career opportunities in the sports and entertainment industry. In this section, it is important to distinguish the difference between potential careers in operations and those careers in business. The incredible growth of the sports and entertainment marketing field provides increased opportunities for business careers within the industry.

### KEY TERMS

*Career Development*

*Cover Letter*

*Resume*

### OBJECTIVES

1. Identify the four primary career segments available in the sports industry
2. Identify career opportunities specific to entertainment
3. Discuss the future of the SEM job market
4. Discuss the preparation required for a career in SEM
5. Explain why a cover letter and resume are important

### LESSONS

- [LESSON 12.1](#) [Careers in Sports](#)
  - [LESSON 12.2](#) [Careers in Entertainment](#)
  - [LESSON 12.3](#) [Preparing for Sports/Entertainment Business Careers](#)
  - [LESSON 12.4](#) [Cover Letters & Resumes](#)
  - [LESSON 12.5](#) [The Job Market](#)
-

## Careers in Sports

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**True or false:** There are more than 3 million people employed in the sports industry in the United States alone.

Sports operations careers involve: \_\_\_\_\_  
\_\_\_\_\_

Potential career paths:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### Corporate sports marketing careers

Many major corporations like Pepsi, Coca Cola, Visa, American Express, and Federal Express employ individuals to:

Potential positions in corporate sports marketing:

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

## Sports business careers

Careers in sports business focus on:

Potential sports business career paths:

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

## Recreation and fitness sports business careers

Potential careers:

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

## Additional sports related career fields

Potential careers:

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

## Careers in Entertainment

---

Potential career paths within segments of the entertainment industry:

1. Gaming
  - a.
  - b.
2. Music
  - a.
  - b.
3. Acting
  - a.
  - b.
  - c.
4. Comedy
  - a.
  - b.
5. Theme Park
  - a.
6. Travel
  - a.
  - b.
7. Writing
  - a.
  - b.
  - c.
8. Arts
  - a.
  - b.
  - c.

## Entertainment job functions

1. Specific job functions within the entertainment industry
  - a.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.
  - h.

## Preparing for Sports/Entertainment Business Careers

---

**True or false:** Although securing a job in the competitive field of sports and entertainment marketing is challenging, young professionals can begin preparing themselves now.

What are six things you could do now to begin preparing for a career in SEM?

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

### Employment Tools

What are three examples of employment tools?

- 1.
- 2.
- 3.

### Employment Tools

What is **career development**?

What is a **personal brand**?

What are five ways you can build your personal brand?

1.

2.

3.

4.

5.

**True or False:** Careful preparation for an interview is overrated.

What are three tips for interview prep?

1.

2.

3.

## Cover Letters & Resumes

---

What is a **cover letter**?

An effective cover letter will:

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

Cover letters should:

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

An effective resume will include:

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



## The Job Market

---

**True or false:** Although the competition for careers in sports and entertainment business is fierce, the field has experienced and will continue to experience rapid growth.

How can you make yourself more marketable and continue to build your personal brand?

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

What is **networking**?

What can you expect from a career in sports and entertainment?

How can an industry certification from Sports Career Consulting help you to kick start your career?

## ADDITIONAL NOTES

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