



Sports Career Consulting Teacher Lesson Plan Guide – Industry Trends

In this lesson, you will learn:

- Describe industry trends
- Provide an example of how an organization may track shifts in industry trends
- Understand why tracking trends is important to an organization
- Describe and understand the concept of pop-up stores

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p>1 Discuss these questions with your classmates or with a partner.</p> <p>SEE INDUSTRY TRENDS-POP-UP STORES ACTIVITY RUBRIC</p>	<p><i>Estimated time: 5 mins</i></p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. What do you think a pop-up store is? 2. Why do you think a company would open a pop-up store? 3. Can you think of a time when you might have visited a pop-up store? What was the experience like?
<p>STUDENT ACTIVITY</p> <p>2</p> <p><u>Industry Trends – Lesson 3.4 in your textbook</u></p> <p>Students should read lesson 3.4 in our textbook (SCC's The Business of Sports & Entertainment) to learn about the concept of industry trends along with the idea of a pop-up store.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. What are industry trends? Industry trends are patterns that occur within a specific industry as they relate to pricing, costs, consumer behavior, manufacturing, promotions/sales strategies, distribution channels or any function of marketing. 2. Why is it important for industry professionals to monitor industry trends? Understanding trends allows for companies to react in ways that drive sales and consumer engagement 3. What is a pop-up store? A short-term sales space, often launched as a promotional tool to create awareness and build interest for new products 4. How long are pop-ups usually open? They tend to be only open from a few days to a month but provide opportunities for consumers to physically interact with a product 5. Why do you think pop-up stores are such a popular trend in the industry? <ul style="list-style-type: none"> • Cost savings • Less risk; more affordable • Opportunity to test the market for your product; see how well your products sell and seek feedback from real customers. • Creating urgency; consumers may be willing to buy immediately if they feel the shop or the item will only be there for a short period. 6. Why would a sports or entertainment brand open a pop-up store? <ul style="list-style-type: none"> • Test the location - see how well your products sell in different locations • Brand awareness; raise awareness of your product and build brand loyalty • Add a revenue stream • Lower risk - if things don't work out, you're not locked into a long-term lease

3

**SEE INDUSTRY TRENDS-POP-UP
STORES ACTIVITY RUBRIC****STUDENT ANSWERS WILL VARY**

1. Imagine you are a marketing professional working for your favorite sports or esports team, video game maker, entertainment company or brand. At the latest meeting, the company discussed the possibility of opening a pop-up store and the CEO has decided it would be a good idea. They assigned you with the task of determining a strategy for opening the store.
2. Create a presentation that you can use when you brief the CEO on your plan, following the guidelines provided in the following slide.
3. In your presentation, be sure to offer not only creative solutions for your store planning, but a solid explanation for how the pop-up will benefit the company.
4. Your presentation should include the following:
 - Explain advantages and disadvantages of a pop-up store
 - Describe, in detail, how your plan for a pop-up store will benefit the company
 - How long will the store be open?
 - What will you sell at the store?
 - Where will the store(s) open geographically (smaller U.S. cities, how many cities, will they open globally)?
 - Where will the store(s) physical location be (for example, a former restaurant space downtown, a shipping container in a trendy area, a location in the suburbs etc.)? Why?
 - When will the pop-up stores open? What time of year and why?
 - Sketch of design of both the outside and inside of the store
 - Communications plan: How will consumers know about your pop-up store? What will you do to encourage consumers to visit the store?
 - Who is your target consumer?