

Student Notes Guide

Unit 2: Sports & 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 Sports & Entertainment Product
Lesson 2.6	Technology in Sports & Entertainment
Lesson 2.7	Competition for the Entertainment Dollar
Lesson 2.8	Reaching Consumers
Lesson 2.9	Introduction to Event Marketing & Management

Lesson 2.1

Sports and Entertainment Marketing Defined

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

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

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

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.

Lesson 2.7

Competition for the Entertainment Dollar

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.

Lesson 2.8

Reaching Consumers

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.

Lesson 2.9

Event Management & Marketing

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
