

Name: _____

Lesson 1.3 / Lesson 2.1 / Lesson 2.6 / Lesson 4.8



Class Period: _____

Sports Career Consulting – Ratings Winners: The Biggest TV Audiences in 2020

In this lesson, you will learn:

- Describe the concept of broadcast rights (Lesson 1.3)
- Explain the importance of ratings to broadcast companies, sports leagues and advertisers (Lesson 1.3)
- Understand the concept of leisure time (Lesson 2.1)
- Recognize the challenge marketing professionals face with such high competition for entertainment dollars and explain the concept of discretionary income (Lesson 2.6)
- Define advertising and explain how brands choose where to spend their advertising dollars (Lesson 4.8)

RESOURCES	QUESTIONS
STUDENT DISCUSSION 1 Discuss these questions with your classmates or with a partner.	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. Why do you think broadcast companies like ESPN or Fox invest billions of dollars for the rights to air NFL games? 2. What is leisure time? How do you spend your leisure time? 3. What do you think the phrase “competition for the entertainment dollars” might mean to a sports or entertainment marketing professional? 4. Why do you think NFL ratings were down in 2020 compared to previous years? 5. Do you think the NFL should be concerned with a decline in television ratings? Why or why not?
STUDENT LEARNING 2 <u>“Ratings Winners” Infographic Discussion</u> View the “Ratings Report” PPT and review lesson 1.3, lesson 2.1, lesson 2.6, and lesson 4.8 in your textbook to help answer the questions.	<p><i>Estimated time: 40 mins</i></p> <ol style="list-style-type: none"> 1. What are broadcast rights? 2. What are ratings? 3. Why are ratings important? 4. What is leisure time? 5. What is discretionary income and how might it influence the competition for entertainment dollars? 6. What is advertising? 7. Why do brands advertise? 8. How do brands decide where to spend their advertising dollars?

3

1. TRUE/FALSE. Broadcast rights are fees paid by broadcast companies to sports or entertainment properties for the opportunity to provide live coverage of the property's games and events on television, the radio or the Internet.
2. TRUE/FALSE. Radio, cable, broadcast television companies and streaming providers measure their effectiveness and reach through retweets and likes, which are then converted into a metric called ratings.
3. TRUE/FALSE. Sports and entertainment marketers are not concerned with the concept of leisure time.
4. _____ refers to any paid, non-personal form of communication by an identified company promoting goods and services.
 - a. Advertising
 - b. Publicity
 - c. Marketing
 - d. TV commercials
5. List three examples of entertainment options that consumers might spend their discretionary income on.
6. Imagine you are a marketing professional working for one of your favorite brands. You are working with a limited advertising budget and the company has asked you to determine where to purchase advertising time.

Consider your target market, then decide if you will advertise during NFL games or if you would instead purchase ads during popular TV shows like NCIS or Chicago Fire. Be prepared to explain your decision.