

Name: _____



Class Period: _____

Sports Career Consulting Student Packet – Industry Trends: Pop-Up Stores

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
DISCUSSION PROMPTS 1 Discuss these questions with your classmates or with a partner.	<i>Estimated time: 5 mins</i> 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?
STUDENT ACTIVITY 2 <u>Industry Trends – Lesson 3.4 in your textbook</u> Read lesson 3.4 in your textbook (SCC's The Business of Sports & Entertainment) to help answer the questions.	<i>Estimated time: 30 mins</i> 1. What are industry trends? 2. Why is it important for industry professionals to monitor industry trends? 3. What is a pop-up store? 4. How long are pop-ups usually open? 5. Why do you think pop-up stores are such a popular trend in the industry? 6. Why would a sports or entertainment brand open a pop-up store?
STUDENT ACTIVITY 3	<i>Suggested estimated time: 120 minutes</i> 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?