

Student Notes Guide

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

Pioneer

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

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

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?

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

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.

LESSON 1.2

Factors Contributing to Industry Growth

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

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

LESSON 1.3

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?

List an example of how fandom has helped to lift up communities in times of need:

List an example of how fandom has resulted in negative (and potentially dangerous) behavior:

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

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.

LESSON 1.5

Important Milestones in SEM History

List ten key dates in the history of sports marketing:

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

LESSON 1.6

Where Are We Now?

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
