

# Student Notes Guide

## Unit 6: Branding and Licensing

### OVERVIEW

Unit six addresses the concepts of branding and licensing, two very important principles in the sports and entertainment marketing business. Branding, as a function of marketing, contributes to the overall perception consumers carry with respect to a particular company or its products. Successful branding strategies can be seen all over the sports and entertainment industry, with examples like ESPN, Sports Illustrated, MTV, Gatorade and the New York Yankees. Licensing has become a critical revenue producer for all properties in the sports and entertainment industry and continues to grow at an astounding pace. Unit six explores the factors contributing to that growth.

### OBJECTIVES

1. Define brand equity and brand extension
2. Differentiate between corporate brand, product brand and store brand
3. Determine the components of an effective brand name
4. Define licensing
5. Discuss the licensing process
6. Distinguish between licensor and licensee
7. Explain the advantages and disadvantages to the licensing process
8. Identify the four key considerations of on-site merchandising

### LESSONS

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### KEY TERMS

*Brand Awareness*  
*Brand Equity*  
*Brand Extension*  
*Brand Image*  
*Brand Loyalty*  
*Brand Mark*  
*Brand Value*  
*Branding*  
*Co-Branding*  
*Corporate Brand*  
*Counterfeit Products*  
*In-house Merchandising*  
*Licensee*  
*Licensing*  
*Licensor*  
*Logo*  
*Merchandising*  
*Omnichannel Merchandising*  
*On-site Merchandising*  
*Online Merchandising*  
*Product Brand*  
*Rebranding*  
*Slogan*  
*Store Brand / Private Label*  
*Tagline*  
*Trademark*

## LESSON 6.1

# Branding

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### Branding

Define **branding**:

Branding describes a company's or event's efforts to \_\_\_\_\_ .

What are the three primary types of brands?

- 1.
- 2.
- 3.

Define **corporate brand**:

Corporate brand example:

Define **product brand**:

Product brand example:

Define **store brand**:

Store brand example:

What are five examples of branding mechanisms?

- 1.
- 2.
- 3.
- 4.
- 5.

What is a **brand mark**?

What is a **logo**?

When a brand name or trade name is registered, it also becomes a \_\_\_\_\_.

Define **trademark**:

What are **slogans**?

## Protecting the Brand

Organizations will go to great lengths to protect their brand from a \_\_\_\_\_ perspective.

## LESSON 6.2

# Brand Building

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**True or false:** Successful brands are not built overnight.

### Characteristics of a Successful Brand

What are six examples of characteristics of a successful brand?

1.

2.

3.

4.

5.

6.

What are two examples of a benefit associated with the development of a strong brand?

1.

2.

What is one example of a strong brand?

## Brand Building

To build a successful brand, sport and entertainment organizations focus on the development of:

- 1.
- 2.
- 3.
- 4.

What is **brand awareness**?

What is a **brand image**?

What is **brand equity**?

What is **brand loyalty**?

What is the difference between brand equity and brand value?

What is currently the most valuable brand in the world?

What is **brand loyalty**?

Why is brand loyalty important to a sports and entertainment organization?

Define **brand extension**:

Provide an example of brand extension in the space below:

What is **co-branding**?

Provide an example of co-branding in the space below:

What is **rebranding**?

Provide an example of rebranding in the space below:

## LESSON 6.3

# Licensing

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### Licensing

Define **licensing**:

Define **licensor**:

List three examples of licensors:

- 1.
- 2.
- 3.

Define **licensee**:

List three examples of licensees:

- 1.
- 2.
- 3.

What are the 3 P's of licensing?

- 1.
- 2.
- 3.

**True or false:** Licensed products and merchandise are not manufactured by leagues, teams, or schools, but rather by independent companies under an agreement with a sports entity.

### Distribution

Licensed goods are available in \_\_\_\_\_, \_\_\_\_\_ stores, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Licensed merchandise is made available through many channels of \_\_\_\_\_.

## Collectibles and Memorabilia

**True or false:** Like licensed merchandise, collectibles and memorabilia can be extremely lucrative.

What is one example of a recent sale of a piece of memorabilia or a collectible that represents how lucrative the industry can be?



## LESSON 6.4

# The Licensing Process

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Identify three factors that contribute to the mass appeal of licensed products:

- 1.
- 2.
- 3.

List five examples of possible *licensee* advantages:

- 1.
- 2.
- 3.
- 4.
- 5.

List five examples of possible licensee disadvantages:

- 1.
- 2.
- 3.
- 4.
- 5.

List five examples of possible *licensor* advantages:

- 1.
- 2.
- 3.
- 4.
- 5.

List five examples of possible licensor disadvantages:

- 1.
- 2.
- 3.
- 4.
- 5.

What are the three basic steps in the licensing process?

- 1.
- 2.
- 3.

What are the two primary ways licensing impacts you as a consumer?

- 1.
- 2.

What are **counterfeit goods**?

How do licensors protect against counterfeiting?

How does licensing impact pricing?

What are the **3 P's of licensing**?

- 1.
- 2.
- 3.

## LESSON 6.5

# Merchandising

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### In-House Merchandising

What are the three types of merchandising?

Steps in the in-house merchandising process include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

### On-site Merchandising

What is **on-site merchandising**?

How do organizations maximize income for a sports entertainment event?

Four key considerations for a successful on-site merchandising plan:

- 1.
- 2.
- 3.
- 4.

Best practices for selling on-site merchandise include:

- 1.
- 2.
- 3.

## Online Merchandising (E-commerce)

**Online merchandising** refers to:

Making merchandise available online opens up \_\_\_\_\_.

Advantages to e-commerce include:

- 1.
- 2.
- 3.

What are the disadvantages to e-commerce?

- 1.
- 2.
- 3.

What is **omnichannel** merchandising?

# Additional Notes

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