

Sports & Entertainment Marketing A

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| Levels: | Grades 10–12 |
| Unit of Credit: | 0.50 |
| CIP code: | 08.0903 |
| Core Code: | 37010000260 |
| Prerequisites: | None |
| Skill Test: | |

COURSE DESCRIPTION

This is an introductory course which will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and sports marketing plans. This course will also delve into the components of promotion plans, sponsorship proposals and the key elements needed in sports marketing plans. Students taking sports marketing should have the opportunity to participate in DECA (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports.

Objective 1: Identify and understand the components of the marketing mix as it relates to sports marketing.

- a. Define sports marketing, marketing, exchange, producer, consumer, etc.
- b. Describe the “Four (4) Ps” of sports marketing.
- c. Explain the marketing functions and activities related to each.
 - Define & explain marketing functions (7).

Objective 2: Identify reasons a sports property would utilize marketing.

- a. Describe activities to market a sports property.
 - Define and/or simulate sports properties and marketing of sports.
- b. Understand why teams utilize marketing.
- c. Distinguish the different roles of people in sports.

Objective 3: Identify reasons a company would utilize sports marketing.

- a. Describe activities to market non-sports products using sports.
- b. Explain reasons for using sports as a medium for promotion.
 - Define: “borrowed equity”, promotion, and marketing through sports.

Objective 4: Compare components of the event triangle and summarize exchanges for each.

- a. Identification of the components of the event triangle: event, sponsor, fan.
- b. Describe the exchanges developed in the event triangle.
- c. Explain the effects of media broadcasting on the event triangle.

STANDARD 2

Students will assess the fan’s role in sports marketing as a spectator & consumer.

Objective 1: Illustrate the role of the fan as a sports participant.

- a. Recognize reasons why fans attend sporting events.
- b. Discuss the interests and attraction of sports for fans.

- c. Determine and discuss fan motivation and attraction to sports.
- d. Explain and evaluate fan attendance factors
- e. Compare and contrast audience, consumers, customers
 - Identify different types of consumers.
- f. Identify sports fans as valuable target markets.
 - Define: athlete, agent, market segment, specific target segments, etc.

Objective 2: Distinguish between different types of sporting events.

- a. Identify and define types of sporting events.
 - Amateur, professional, other.
 - Organized and un-organized sports.

Objective 3: Recognize various ways that fans can be part of a sport audience.

- a. Explain stadium as place of distribution.
 - Define: attendance, gate, distribution, fan-fun event, etc.
- b. Discuss media distribution of events.
- c. Identify ways for fans to be involved in events.
 - Identify event purchases – ticketing and media purchases.
 - Discuss consumer media purchases (ie. DIRECTV & Satellite, Pay-Per-View).

STANDARD 3

Students will assess the role of corporate partners (sponsors) in sports marketing.

Objective 1: Identify the role & components of sponsorships.

- a. Describe reasons a company would be involved in an event or sports property.
 - Define: business entity as a corporate partner; sponsorship as a process, etc.
- b. Use goals of sponsorship to develop/assess effective sponsorships.
 - Sales-- opportunities, merchandising, flow-through/pass through rights
 - Image – development, matching w/ event, branding
 - Target marketing – research & audience, traits
 - Relationships – hospitality & its use in customer relationships
 - Awareness – visibility, promotion
- c. Identify & discuss the desire for event exclusivity – importance in sponsorship.
- d. Investigate ambush marketing, its use, appeal, and ethical considerations.
- e. Illustrate how sponsors leverage sponsorship to maximize investments.

Objective 2: Identify and understand why businesses would sponsor a sports property.

- a. Determine sponsorship goals & objectives & their use in sponsorships.
- b. Recognize major goals of sponsorship.
 - Increase sales; 2) develop image; 3) reach target markets; 4) develop target market relationships; 5) create brand & corporate awareness.
- c. Understand and discuss the concept of borrowed equity.

Objective 3: Discuss sponsorship evaluation methods and measurement.

- a. Discuss SWOT concept & evaluation applications in sponsorship.
- b. Identify measurement opportunities.

STANDARD 4

Students will assess the importance of event marketing and entertainment in sports.

Objective 1: Define and explain event components and sports properties.

- a. Explain event marketing applications to all components of “event”.
 - Define: stadium, venue, team, league, athlete, event, etc.

Objective 2: Identify and design components of an event.

- a. Concessions
- b. Merchandising opportunities
- c. Seating
- d. Staffing & training
- e. Personal Seat Licenses, Luxury Boxes, & season tickets

Objective 3: Identify & incorporate Sportscape in event marketing considerations.

- a. Define Sportscape – all elements of marketing that make a game more than a game.
- b. Explore elements: aesthetics, music, color, smells, lighting, motion.
- c. Explore elements: parking, comfort, sponsor marketing, signage.
- d. Explore luxury box opportunities: for team & for sponsor.

Objective 4: Discuss and review means of evaluation for events.

- a. Discuss SWOT concept & evaluation applications in event marketing.
- b. Explore evaluations of:
 - Sales – ticketing – season – packages
 - Enjoyment – fan reaction & consumer evaluations
 - Return on investment – repeat purchase or event participation questions
 - Venue – capacity – perceived crowding

STANDARD 5

Students will discover the importance and elements used in developing a promotion mix to market sports businesses.

Objective 1: Identify the roles and types of promotions.

- a. Determine sports marketing purposes for promotions.
- b. Recognize and discuss the role of promotion.
- c. Identify components of the promotion mix: advertising, personal selling, sales promotion, and sponsorship.
- d. Recognize and discuss media types, advantages, and limitations.
 - Internet
 - Newspapers
 - Television
 - Direct mail
 - Radio
 - Magazines
 - Outdoor
 - Other

Objective 2: Identify the components of a promotion mix for a sports marketing event or property.

- a. Determine a corporate partner's promotion mix for a certain event/property.
- b. Develop an event promotion mix for a certain event/property which includes public relations, sales promotions, advertising, and sponsorship.

Objective 3: Develop a promotion plan for an event or sports property.

- a. Develop for a sports event the components of a promotion plan following DECA Guidelines for Advertising-Promotion Plan.
 - Promotions and advertising should promote the event to fans.
 - Personal selling efforts should be reflective of a sports property.
- b. DECA components of a promotion plan
- c. Itemized list of DECA Promotion plan components include:
 - Target market, media selection, budget, advertising schedule and campaign.
 - Ad layouts and commercials.
 - Reference DECA website as a resource and for performance indicators: www.deca.org.

STANDARD 6

Students will discover the importance and elements used in developing a sponsorship proposal to attract non-sports businesses to sporting events.

Objective 1: Identify the need for sponsorship planning (marketing through sports).

- a. Investigate importance and use of marketing plans in sports.
- b. Explore existing marketing plans and their application in industry.

Objective 2: Develop a sponsorship proposal for a sports event or property.

- a. Identify and discuss target marketing efforts of sponsors to fans at events.
- b. Identify and discuss the components of sponsorship proposals.
- c. Develop a sponsorship proposal for a sports marketing event.
 - Include the required components provided for the proposal:
 - i. Description of the event or property offered for sponsorship
 - ii. List of sponsorship objectives that match sponsor needs
 - iii. List of sponsorship components (ie rights, benefits, or inventory)
 - iv. Pricing of sponsorship

STANDARD 7

Students will discover the processes used in developing a sports marketing plan for a team or event.

Objective 1: Determine the components of a sports marketing plan.

- a. Components should include promotion plan & sponsorship proposal completed in standard six.
- b. Discuss and develop outline for conventional / typical marketing plans.
- c. Explore existing marketing plans and their application in industry.

Objective 2: Explain the role of a promotion plan in a sports marketing plan.

- a. Identify how a sponsor promotions and event promotion plans are integrated into a sports marketing plan.

Objective 3: Explain the role of a sponsorship proposal in a sports marketing plan.

- a. Identify how a sponsorship proposal and sponsorship plans are integrated into a sports marketing plan.

Objective 4: Develop a sports marketing plan for a team or event.

- a. Identify and explain the following required marketing plan components.
 - Executive Summary
 - Introduction
 - Situation Analysis
 - Target Market Identification
 - Goals
 - Strategies
 - Implementation
 - Evaluation
- b. Marketing plans may include other optional components as determined by teacher:
 - Scheduling, season summary, season preview, ticketing goals
 - Sales strategies, season promotions @ games
 - Game by game summary, price promotions/theme nights
- c. Reference examples and evaluation methods from the Internet.