

# Sports and Entertainment Marketing (P551)

## Syllabus

### **Course Description**

This course will provide an introduction to marketing principles (such as decision making, planning, research, creativity, and selling skills) that apply to sports and entertainment events. Some areas covered in this course will include basic marketing, target marketing and segmentation, product design and packaging, sponsorship, and promotions/advertising. This course will also introduce branding, licensing, and common business management techniques used in the marketing industry.

### **Course Objectives**

- Read, understand, and communicate using the language of marketing
- Understand the nature and scope of careers in marketing
- Display and apply general knowledge of marketing in today's global economy.
- Use appropriate technology such as the Internet and word processing, spreadsheet, database, graphic organizer, and presentation software to assist in the gathering, processing, and interpreting of marketing information.
- Combine a flexible variety of core subject area knowledge to solve problems in the world of marketing.

### **Competencies: Business Management**

#### **The student will**

- Communicate using marketing terminology
- Understand the importance of marketing decision-making in the business world
- Understand the broad role marketing plays in business today
- Correctly calculate data used for analysis of marketing information
- Apply the concepts, principles, and practices of marketing when making business decisions

### **Course Content**

#### **Business Management**

##### 1. The World of Marketing

- What is Marketing
  - Marketing Defined: The Marketing Process; The Marketing Concept; The Market; Mass Marketing vs. Market Identification
  - The Marketing Mix: Product, Price, Place, and Promotion Decisions
- Economics of Marketing
  - Economic Basics: GDP; Profit; Risk; Competition
  - Property Ownership and Intellectual Property Rights: Copyrights; Patents; Trademarks
  - Types of Business Ownership: Sole Proprietorship; Partnership; Corporation; Subchapter S Corporation
  - Economic Impact: Local, High School, and the Olympics

2. Sports and Entertainment: Connections and contrasts
  - History of Sports and Entertainment Marketing
    - Sports and Entertainment Connections
    - A Brief History of Leisure: Entertainment for Everyone
    - Development of Sports and Entertainment Marketing
    - Marketing Today: Similarities and Differences in Marketing
  - Similarities in Marketing
    - Changes in Marketing
    - Marketing Similarities: Product; Place; Price; Promotion; Convergence
    - Risks and Risk Management
  - Differences in Marketing
    - Different Players, Different Games
    - Differences in Consumer Loyalty
    - Differences in Product
    - Differences in Revenue Stream: Sponsorship Differences; Advertising and Broadcast Rights
3. The Sports Market
  - Sports Marketing Profile
    - Sports Appeal and Marketing: What is Sports Marketing
    - A Brief History: Studying Sports Marketing; Careers in Sports Marketing
  - Categories of Sports
    - Variety of Sports
    - Amateur and Professional Sports
    - Amateur Sports: Young Amateur Sports; Recreational Sports
    - High School Sports: Location Considerations
    - College and University Sports: NCAA
    - Professional Sports: Teams as Businesses; Professional Sports Entertainment
    - Other Categories of Sports
    - Olympic Sports: Olympic Revival; Present-Day Olympics; The Amateur Rule
    - The Wide World of Paralympics: Special Olympics
    - International Sporting Events
    - Women's Sports: Title IX to the Present
    - Extreme Sports
4. Sports Products
  - The Consumer and Sports Products
    - The Sports Consumer: Consumer Decisions
    - Sports Consumers and Market Segmentation: Market Segmentation Shifts
    - Sports Products
    - Types of Sports Products: Sports Goods; Sports Services; Sports Product Classifications
    - Sports Products and Product Extensions
  - Economic Impact of Sports Marketing
    - Economic Effects: A Day at the Ballpark; "The Sunshine State"
    - Economic and Marketing Challenges
    - Grassroots Marketing Efforts

## 5. Products and Price Decisions: Sports

- Product Design
  - Product Defined: Product Item and Line; Product Classifications; Point of Difference
  - Steps in New Product Development: SWOY Analysis; Idea Generation; Screening and Evaluation; Business Analysis; Development; Test Marketing; Commercialization
  - Product Life Cycle: Introduction: Growth; Maturity; Decline; Product Life-Cycle Considerations
  - Management of the Product Life Cycle: Product Modification; Market Modification; Repositioning
- Pricing and Strategies
  - Pricing: Pricing and Profit; Pricing and the Marketing Mix
  - Pricing Considerations and Strategies: Consumer Perception; Demand; Cost; Newness of the Product; Competition
  - Pricing Objectives and Strategies: Profit Objective; Market Share Objective; Special Pricing Strategies
  - Price Adjustments and Regulations: Discounts and Allowances; Regulatory Factors

## 6. Sports Market Research and Outlets

- The Research Process
  - Research and the Marketing Concept
  - Steps in the Research Process: Identify the Problem; Conduct Secondary Research; Select and Design Primary Research; Collect Data; Report and Analyze Data; Research and Interpretation
- Outlets-The Place Decision
  - Place Decision
  - Channels of Distribution: Direct Channels; Indirect Channels; Multiple Channels; Trying it Out

## 7. Branding and Licensing

- Branding
  - The Importance of Branding: What's in a Name; Brand Personality; Brand Equity
  - Types of Brands and Strategies: Manufacturer Brands; Intermediary Brands; Generic Brands
  - Developing Brand Names: Offer a Benefit; Be Simple; Be different and Positive; Reflect an Image; Be Previously Unregistered; Make it last
- Licensing
  - Licensing and Merchandising: Licensed Products; Merchandising Licensed Goods
  - Sponsors and Endorsments: Sponsorships; Edcorsments;
  - Sports Appeal

## 8. Sports Promotion

- Planning the Promotion
  - Event Marketing: Managing Organizations
  - Promotion in Sports Marketing
  - Promotional Mix
  - Promotional Budget: Percentage of Sales; Competitive Parity; Objective-and-Task Method
- Advertising and Sales Promotion
  - The Role of Advertising: Advertising Defined; Types of Media
  - Sales Promotion: Coupons and Rebates; Samples and Premiums; Contests and Sweepstakes; Coordination of Sales Promotions
  - Advertising and Promotion Advantage
- Public Relations and Personal Selling
  - Public Relations: The Role of Media in Public Relations; Press Kits and Press Releases
  - Personal Selling: Types of Selling; Steps in the Selling Process
  - Power of the Promotional Mix

## 9. Sports Marketing Plans and Careers

- The Marketing Plan
  - Why Write a Marketing Plan
  - Elements of a Marketing Plan: Executive Summary; Situation Analysis; Objectives; Marketing Strategies; Implementation; Evaluation and Control
  - Understanding the Marketing Plan
- Sports Marketing Careers
  - Overview of Sports Careers: Sports Marketing Job Descriptions; Other Careers
  - Future Careers

## 10. The Entertainment Market

- Entertainment and Marketing
  - That's Entertainment: Entertainment Today; Media and Entertainment; Entertainment Marketing Jobs
  - The Influence of Entertainment
  - Entertainment and the Marketing Concept
  - The Economics of Entertainment: Entertainment and Consumer Spending; Shopping for Entertainment; Merchandising and Entertainment
  - International Entertainment: Global Entertainment Marketing
- Types of Entertainment Businesses
  - Business Structures: The Major Companies
  - Movies: Major Studios and Indies: Theatrical Distribution
  - Theme Parks: The Price of Rides; Water Parks
  - Television: TV Production; TV Ratings; TV Commercials; Selling Airtime
  - Radio: Prime-Time Radio
  - Music industry: Music and TV; Music and the Internet; Live Performance
  - Performing Arts: The Shows Go On
  - The Internet and Computers: Computer Games
  - Other Entertainment Businesses and Variety of Marke

## 11. Entertainment Products and Marketing

- Types of Entertainment Products
  - Entertaining Products
  - Film and Music Merchandising: DVD/Video Rentals and Sales
  - Music CD's and Distribution
  - Electronic and Video Games: Marketing Games with Music; Electronic Game Tie-ins
  - Print Books and Magazines: Book Categories; Magazines
  - Theme Parks and Water Parks: Theme-Park Tie-Ins; Edutainment
  - Special Entertainment Events
- Media Product Marketing
  - Media Marketing Channels
  - Marketing Film and Distribution: Primary and Secondary Markets: Film Exhibitors
  - Marketing Television
  - Marketing Radio
  - Marketing the Music: Getting on the Air; Music Promotion Strategies; Internet Marketing
  - Marketing Print Media: The Internet and Print Media
  - Media and Marketing

## 12. Product and Price Decisions: Entertainment

- Branding and Entertainment
  - The Role of Branding: Origins of Branding; Brand Identity Today
  - The Value of Trademarks: Other Marks
  - Entertainment Brands on the Internet: Music on the Internet
  - Celebrities and Brands
  - Franchises: Film Franchises: Television Franchises
  - Crossover Artists
  - Archived Brands: Film Vaults
- Price Decisions
  - Revenue, Profit, and Loss
  - Pricing Strategies and Goals: Recovering Costs; Return on Investment; Competition Pricing; Net Profit Pricing
  - Pricing in Television and Radio Advertising: Radio Promotions
  - Pricing in the Television Industry
  - Pricing in the Film Industry
  - Pricing in the Music and Recording Industries: Enough for Profits
  - Concert pricing
  - Brands and Pricing

### 13. Entertainment Market Research and Outlets

- Targeting Entertainment Markets
  - The Importance of Market Research: Entertainment Products and Market Research
  - The Market Research Process
  - Consumer Demographics: Demographics in the Entertainment Market: Selling to a Target Demographic; Creating Product for Target Markets; Special-Interest Cable Channels; Psychographics
  - Primary Research: Secondary Research
- Research Methods
  - Information Advantage: Market Testing
  - Qualitative and Quantitative Research
  - Research Methods in Entertainment: Methods of Qualitative Research; Methods of Quantitative Research
  - Media Entertainment Research: Live-Action and Recreational Entertainment Research
- Entertainment Outlets and Venues
  - Other Entertainment Marketing Businesses
  - Outlets and Venues: Size, Location, and Population; Income from Venues; Successful Marketing Strategies

### 14. Images and Licensing

- Images and Merchandising
  - The Impact of Image: Selling the Image
  - Endorsements: Controversy of Endorsements
  - Sponsorship
  - The Need for Sponsorship
  - Why Sponsor: The Right Representative
  - Sponsorship Risks: Government Restrictions
- Licensing and Royalties
  - Overview: Merchandising
  - Licensing
  - Licensing Music and Royalties
  - Paying for Entertainment: Consequences
  - Making in “Big”

## 15. Entertainment Promotion

- Promotional Mix
  - Entertainment and the Promotional Mix
  - Advertising: Disney Ads Everywhere; Advertising Jingles
  - Public Relations and Publicity
  - Personal Selling
  - Sales Promotion: Cross Promotion
  - Film Promotions
- Variety of Promotional Methods
  - Media Advertising: Media and the Promotional Mix; Targeting the Audience
  - Non-Media Advertising
  - Other Promotional Methods: Tie-Ins; Cross-Selling; Placing Products
  - Researching Diverse Markets: Products and Diversity; Global Appeal and Markets
  - Promoting Entertainment

## 16. Entertainment Marketing Plans and Careers

- Entertainment Marketing Plan
  - The Importance of a Marketing Plan: Developing a Marketing Plan; Market Overview; Marketing Strategy; Putting it Together
  - Developing a Business Plan
  - Developing a Promotional Plan: Brand; Communicating Brand
  - The Whole Package
- Entertainment Marketing: Education and Careers
  - The Value of Education
  - Educational Resources: High School Courses; Undergraduate and Graduate Programs; Internships and Work Experience; Industry Training Programs; Workshops and Seminars; Industry Publications and Journals
  - Entertainment Marketing Careers: Careers in Entertainment Marketing; What are your Resources; Getting the Job

# **Sports and Entertainment Marketing**

## **Student Materials**

### **Required**

Pen (Blue or Black ink only)

Small Folder (For current chapter worksheets)

Calculator

### **Suggested**

White out

Large 3-Ring binder (For previous chapter worksheets)

3 Hole Punch

# **Sports and Entertainment Marketing**

## **Typed Homework Assignment (Format)**

Select a business article from my collection. Read the article and type a full 1-page Journal Entry.

**1. Key your name on the left margin**

**Single Space**

**2. Key the Publication name**

**Single Space**

**3. Key the Author's name**

**Single Space**

**4. Key the article's name**

**Double Space**

**Paragraph 1: Summarize the article**

**Paragraph(s) 2/3: Write an opinion-based response to the article**

**Additional Instructions**

- ◆ Homework will be due on or about the 15<sup>th</sup> and last day of each month.
- ◆ Text must be 12-point size.
- ◆ Use double spacing between lines in the body of the journal entry.
- ◆ Margins should be 1 inch on all sides.
- ◆ The journal entry must be at least 1 full-page.
- ◆ Put the article back in the 3-ring binder when finished

# **Business Management-Finance Quick Check Textbook Assignments**

## **Directions**

### **Format**

1. Place your name in the upper left hand corner of the first page  
(Use white paper only).
2. Skip a line.
3. Place Chapter number and textbook page number all on 1 Line.  
(i.e.) Chapter 1-Page 13
4. Skip 2 lines.
5. Write in the proper heading for each set of questions answered and underline it.
6. Skip a line after each heading.
7. Answer each question: Number each question before answering it and skip a line after completing each answer
8. Repeat steps 5 through 7 for each new heading.

# Sports and Entertainment Marketing

## Course Grading System

<u>Description</u>	<u>Weight</u>
<sup>1</sup> Exams	40 %
<sup>2</sup> Homework/Quizzes/Quick Check Assignments	20 %
<sup>3</sup> Class Participation/Textbook Assignments	20 %
<sup>4</sup> CP-Attendance	<u>20 %</u>
Total Percent Available	<u>100 %</u>

### **<sup>1</sup>Exams**

All missed Exams must be made up within 5 school days of the original Exam date. Makeup/Extra help day will be every Wednesday.

### **<sup>2</sup>Late Homework Assignments**

1 day	minus 15 Points
2 days	minus 30 Points
3 days	No Credit Earned

### **<sup>3</sup>Class Participation**

Students should always have proper materials, remain seated, be alert, and display appropriate behavior.

### **<sup>4</sup>CP-Attendance**

Credit is lost for absences, class cuts, and tardiness. Credit for absences will be added back for time spent making up missed work, but only if work is completed in a timely manner.

## Classroom Rules

1. **All electronic devices (except calculators) are not to be seen or heard in the classroom. Failure to comply with this rule will result in a homework grade of zero for the class period.**
2. **No vulgar language.**
3. **No food, drink (except water), or gum is allowed in the classroom. Failure to comply with this rule will result in a homework grade of zero for the class period.**
4. **No hats in your possession**
5. **7. Failure to comply with this rule will result in a homework grade of zero for the class period.**
6. **Do not touch or handle school/other people's personal property without permission.**
7. **Passes will be given out on a limited basis. Individual pass privilege will be taken away if abused.**
8. **Students will remain seated unless asked by the teacher to do otherwise.**
9. **Students will not in any way hinder the learning process of their peers.**
10. **Students will not engage in behavior that is demeaning or offensive to others.**

	Date
Student Signature _____	
Parent/Guardian Signature _____	
Teacher Signature _____	