

Marketing: Sports and Entertainment



UNIT 1: Introduction to Marketing

ESSENTIAL QUESTION

How does marketing change our entertainment?

BIG IDEAS

Students will:

- Understand fundamental knowledge of marketing through the scope of sports and entertainment
- Understand how the sport and entertainment industry are affected by marketing and effect marketing

GUIDING QUESTIONS

- **Content**
 - What are the elements of target marketing?
 - What are classifications of sporting events and entertainment events?
 - What are careers or opportunities in sports and entertainment?
- **Process**
 - How does marketing influence the profitability in sports and entertainment marketing?
 - How do you market an event?
- **Reflective**
 - Why is marketing important to the sports and entertainment industries?

FOCUS STANDARDS

- 1.1 Discuss the impact of marketing on profitability in sports and entertainment marketing.
- 2.1 Discuss the challenges of marketing special and entertainment events (i.e. Olympics and awards shows).
- 4.1 Discuss the impact of fan behavior on public relations.
- 4.3 Discuss how the sports and entertainment industry builds customer profiles.
- 5.1 Explore ways movies are marketed/promoted.
- 5.4 Explain how revenue is generated in the arts (movies, music, plays, fine arts) and the various factors that affect revenue generation.
- 8.5 List the stages of brand loyalty.
- 10.1 Explore career opportunities and advertising and promotion.
- 10.6 Identify the purpose and goals of a Career and Technology Student Organization (CTSO).

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UNIT 2: Branding and Endorsement

ESSENTIAL QUESTION

How do brands influence consumer psychology?

BIG IDEAS

Students will:

- Understand celebrity endorsement and brands
- Establish a relationship between a brand and the public.

GUIDING QUESTIONS

- Content
 - What are the elements of a brand?
 - What is an endorsement?
 - What are the considerations for a successful endorsement?
- Process
 - How can the behavior of an athlete/celebrity impact a brand?
 - How does public perception affect an endorsement/brand relationship?
 - How does a business evaluate the effectiveness of a brand/endorsement?
 - How do endorsements affect a company's brand?
- Reflection
 - Why do businesses use celebrities/athletes for endorsements?
 - Why do celebrities impact consumers' buying decisions?
 - Why does an entertainer's ethical behavior impact their promotional value?
 - Why do companies need to understand state and federal law when considering an endorsement decision?

FOCUS STANDARDS

- 3.3 Compare and contrast endorsements and sponsorships.
- 3.4 Discuss the relationship between an athlete/entertainer's ethical behavior and promotional value.
- 6.2 Define the goals of public relations.
- 7.1 Recognize some of the social and ethical implications of advertising.
- 7.2 Define state and federal laws governing advertising practices.
- 8.2 List the characteristics of a good brand image.
- 8.3 Explain how branding helps consumers and marketers differentiate products.

- 8.7 Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology.

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UNIT 3: Sponsorship

ESSENTIAL QUESTION

What's in it for the Sponsor?

BIG IDEAS

Students will:

- Understand the relationship of the event to fans and sponsors
- Describe the use of sponsorship as a promotional tool.
- Compare and contrast endorsements and sponsorships.
- Understand the concept of sponsorship in sports and entertainment

GUIDING QUESTIONS

- Content
 - What is a sponsorship?
 - What are the benefits of sponsorship?
 - What is the benefit of licensing to a sports team or entertainment organization?
- Process
 - How do sponsorships enhance relationship marketing?
 - How does the role of current marketing trends in Sports/Entertainment impact sponsorship?
 - How can sponsorships influence fan attendance?
 - How do companies use marketing data to recommend a sponsorship strategy?
- Reflective
 - Why do companies enter into sponsorship agreements with sport/event organizations?
 - Why does the relationship between fans and the sponsor matter?

FOCUS STANDARDS

- 1.3: Understand the various components of an event (e.g. event triangle - event, sponsor, fan) and their interrelatedness.
- 2.2: Examine the relationship of the event to fans and sponsors
- 3.1: Identify the benefits for a company involved in a sports/entertainment event or property.
- 3.2: Explore sports and entertainment activities a sponsor engages in to market products (e.g. athlete signing events, promotional & merchandising tie-ins, fan gear, venue signs, movie characters, etc.)
- 3.3 Compare and contrast endorsements and sponsorships.
- 4.2 Examine the relationship of fans to the event and sponsors.
- 9.2: Identify metrics for tracking digital and traditional marketing efforts.

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UNIT 4: Sport and Event Management

ESSENTIAL QUESTION

How do you manage a sports/entertainment event?

BIG IDEAS

Students will:

- Understand the core concepts of marketing.
- Apply techniques and strategies to convey ideas through marketing communication operations.
- Develop a sports and entertainment strategy.
- Plan, manage and monitor day-to-day activities of marketing communications and management operation.

GUIDING QUESTIONS

- Content
 - What are the goals of promotion?
 - What are the advantages and limitations of each media type?
 - What are the logistics involved in planning an event?
- Process
 - How can a business demonstrate creativity and innovation?
 - How do the environmental, social and economic situations impact business decisions?
 - How can a business evaluate the success of an event?
 - How are sports and entertainment events promoted?
- Reflection
 - Why does there need to be balance within the event triangle?
 - Why is it important for businesses to communicate effectively when managing an event?
 - Why does creativity and innovation matter when developing a marketing plan for an event?

FOCUS STANDARDS

- 1.2: Understand core concepts of marketing (e.g. channel management, marketing-information management, market planning, pricing, branding and product/service management, promotion, selling)
- 2.3: Explore the importance of event marketing and its relationship with event logistics (e.g. ticketing, gate receipt, venue, concessions, merchandising, seating, staffing, etc.)

- 2.4: Discuss the impact of event marketing and ways of evaluating an event (e.g. attendance, gate, fan-fun experiences, ticket sales, fan reactions, consumer evaluations, return on investment, venue capacity or perceived crowding, etc.)
- 5.2: Explore different ways fine arts (ballet, museums, theater, traveling exhibits, guest artists/conductors, etc.) are marketed/promoted.
- 6.1: Explain methods of advertising sports and entertainment events.
- 6.3: Develop a sports/entertainment strategy or plan.
- 6.4: Plan, manage and monitor day-to-day activities of marketing communications and management operations.
- 7.3: Model integrity, ethical leadership and effective management.
- 8.6: Explain the advantages and disadvantages of business and product branding.
- 9.1: Explain the terminology and tools of marketing analytics.
- 9.3: Understand the importance of using data when making decisions in marketing.