SPORTS TMU 01 LESSON OUTLINE

Objectives:

* Students will discover the world of **sports marketing** and **the use of marketing** to **promote sports** and **non-sports businesses in sports**.
* Define:
  + Producers
  + Consumers
  + Exchanges
  + Borrowed Equity
* Create an Event Triangle
* Illustrate the Exchanges in the Event Triangle
* Find Examples of Marketing **OF** Sport
* Find Examples of Marketing **THRU**

1. Complete the Unit 01 **“Lecture Guide”** using the **“PowerPoint”** Presentation and your Instructor.
2. Complete each of the worksheets as they are presented in the PowerPoint.
   1. **“Scavenger Hunt”** Worksheet
   2. **“Field Trip: Game Day”** Video
   3. **“Event Triangle”** Worksheet
   4. **“Forms of Utility”** Worksheet
   5. **“Event Triangle”**Assignment
   6. **“Vocabulary”** Worksheet
   7. **“Review Questions”** Worksheet
3. Complete the **“Test Review”** and take the Sales 01 Test
4. **Performance Competency 01** – Team Report
   1. As a team complete, save, and email the:
      1. City Research worksheet
      2. Report 1 Outline

# **Sports Marketing**

# **Standard One**

# The Foundation of Marketing



# Producers –



# Consumers –



# Products - \_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_

## Goods are \_\_\_\_\_\_\_\_

### Example:

## Services are \_\_\_\_\_\_\_\_\_\_\_\_

### Example:

# Exchanges –



# Benefits of Marketing



# 5 Utilities

## \_\_\_\_\_\_\_\_\_\_\_ utility –

## \_\_\_\_\_\_\_\_\_\_\_ utility –

## \_\_\_\_\_\_\_\_\_\_\_ utility –

## \_\_\_\_\_\_\_\_\_\_\_ utility –

## \_\_\_\_\_\_\_\_\_\_\_ utility –

# Benefits

## 

### Examples:

# What is Marketed?



What is Marketed Cont.?



# Sports Consumers



# Sports Producers



# Sports Marketing

## Marketing \_\_\_\_\_ Sports

# Sports Marketing

## Marketing \_\_\_\_\_\_ Sports

# What IS Sports Marketing

# 

# Marketing OF Sports



# “Playas” in Marketing OF Sports

1. - job -
2. - job -
3. - job -
4. - job –
5. - job -

# Marketing OF Sports

Examples:

Marketing THROUGH Sports



Marketing THRU Sports

Examples:

# What is Marketed at Sports Events?



# Borrowed Equity

# 



# Event Triangle



# Event Triangle

# Components of the Triangle:



# The “Event”



# Examples of Events



# The “Sponsor”



# The “Fan”



# Exchanges in the Triangle 1

# 



# Exchanges in the Triangle 2

# 



# Exchanges in the Triangle 3

# 



# Event Marketing Concerns

# 

# 



# The Fan’s Role in Sports

# 



# Effects of Media Broadcasting on the Event Triangle

# 



Dynasty Cycle

# Diagram:

Where is the only place you can create your own dynasty?

# 

Scavenger Hunt Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For 15 minutes, search the school for sports and marketing efforts. The list must include, but is not limited to, the location and supposed effectiveness of trophy displays, posters, and banners. Format your paper as shown below. Describe the item, where it is in the building, and why you think it is effective. You must have a minimum of 20 items to receive full credit for this assignment.

You may **NOT** exit the school building. **(DO NOT GO OUTSIDE!!!)**

Any student no in their seat, in the classroom, at the end of the time will be marked un-excused absent for the day.

Item Location Effectiveness

Field Trip: Game Day

*Directions*:

Answer the following questions.

1. The publicity, loyalty and prestige athletic teams bring their schools in very important
   1. True
   2. False
2. \_\_\_\_\_\_\_\_\_\_ is an organizational function and set of processes for creating, communicating and delivering value to customers and delivering value to customers and managing customers relationships.
   1. Promotion
   2. Marketing
   3. Place
   4. Price
3. The 5 Ps of marketing are Product, Price, Promotion, Place and People
   1. True
   2. False
4. Together the 5 Ps combine to form what marketers call the marking \_\_\_\_\_\_\_
   1. Plan
   2. Design
   3. Mix
   4. Portfolio
5. \_\_\_\_\_\_\_\_\_ is the ongoing effort of sponsors to keep their brand or product at the forefront of fans’s minds
   1. Sponsorship
   2. Promotion
   3. Brand awareness
   4. Advertisement
6. The goal of all sponsorship is that companies want you to remember them.
   1. True
   2. False
7. Which of the following is not a media channel?
   1. Television
   2. Newspaper
   3. Radio
   4. All of the above are media channels
8. A \_\_\_\_\_\_\_\_\_\_ is the primary group of people a company chooses to market toward.
   1. Main audience
   2. Focus audience
   3. Main market
   4. Target audience
9. Most collegiate teams are sponsored by a company
   1. True
   2. False
10. \_\_\_\_\_\_\_\_\_\_ means that the advertisement is artificially placed so that the viewer can see it, but it does not really exit.
    1. Subliminal
    2. Superimposing
    3. Awareness
    4. Messaging

Marketing’s 4 P’s

**Video Listing Guide**

1. Where does consumer research come from?
2. What are the two main markets?
3. Qualitative Research includes:
4. Quantitative Research includes:
5. What does the Marketing Mix include?
6. The Product is?
7. What is Price?
8. What does Place mean?
9. Promotion is?
10. What is the “fifth” P?
11. Marketing = \_\_\_\_\_\_\_\_\_\_\_\_\_\_-

**PRODUCT**

1. Products include?

**PRICING**

1. What type of questions should you ask before setting a price?
2. How do you price a product to capture as many buyers a possible?
3. Price = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What is Skimming?
5. What is Penetration?

**PLACE**

1. Most importantly Place includes
2. Direct Distribution
3. Indirect Distribution
4. How did DELL distribute the computers?

**PROMOTION**

1. What does successful promotion allow consumers to achiever?
2. Mr. Wipple blanketed the airwaves with “
3. What did they build in NYC?
4. What are some examples of technology in Promotion?

**POSITIONING**

1. What is Positioning?
2. How did Starbucks “change” coffee?

**BRANDING**

1. How did branding start?
2. What is a brand?
3. People buy products because:
4. Porsche brand its cars?
5. Who is at the heart of Marketing?
6. Who decides which products succeed?

TELEVISION COMMERCIAL

In the area provided, plan out a 30 second television commercial as part of your promotion plan. Sketches are necessary in the frames, but stick figures are acceptable for explaining what happening during the commercial. Use detail in explanation of the scene, description, and in commentary or script for the actors. You may use more than one page if necessary.

Description:

Commentary:

Script:

Description:

Commentary:

Script:

Description:

Commentary:

Script:

Description:

Commentary:

Script:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Complete the EVENT TRIANGLE BELOW.

1

9

2

8

3

7

4

6

5

List the actual components of the following:

*What would each element get out of the deal for a* ***Rock Concert*** *held in a Football Stadium*

For #2: (Money)

For #3:

For #5:

For #6:

For #8:

For #9:

*What would each element get out of the deal for a* ***Trade Show/Convention*** *held in a Basketball Arena*

For #2: (Exposure of amenities)

For #3:

For #5:

For #6:

For #8:

For #9:

Unit 01 Vocabulary Worksheet Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Answer the following questions:

1. What is Sports Marketing…
2. What is an example of Marketing of Sports?
3. What is an example of Marketing thru Sports?
4. What is Borrowed Equity?
5. What are the components of the Event Triangle?
6. What are the four foundations of Marketing?
7. What is the “fifth”?
8. Define a Producer:
9. Define a Products:
10. Define a Goods:
11. Define a Services:
12. Define the Exchange:
13. What does “Utility” mean:

Unit 1 Review Questions

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Work as a team and write in the definitions for each of these words

Borrowed Equity:

Exchanges:

Producers:

Consumers:

Sports Marketing:

Sports:

Marketing Of Sports:

Marketing Thru Sports:

Sports Agent:

Sports Intermediary:

Fifth “P” of Marketing:

Ambush Marketing:

Utility:

Durable Good:

Marketing Mix:

Which of the four P’s of marketing effects distribution and shipping of goods?

How could a team utilize marketing?

Fans:

# Sports Marketing, Test Review

# 1. A source of diversion engaged in for pleasure.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 2. Organization that markets an event

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 3. Marketing Principles used to market a team.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 4. Using the appeal of an event to market a product.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 5. An individual that uses a product or service.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 6. Marketing of a non-sports product during a sporting event

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 7. Transaction between a producer & consumer.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 8. Intermediary that markets talent and determines an athlete’s worth in a market.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 9. An individual that supplies a product or service.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 10. The application of marketing principles to sports and non-sports products through sports.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 11. “People” is commonly referred to as the fifth “P” of Marketing.

A B Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 12. Money is always used in marketing exchanges.

A B Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 13. Marketing efforts help to maintain reasonable prices.

A B Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 14. Marketing adds Utility to products and services.

A B Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 15. Which of the following is an example of a durable good?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 16. Which of the following is NOT part of the marketing mix?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 17. Applying marketing principles to NON-SPORTS products or services during a sporting event is:

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 18. Which of the four P’s of marketing effects distribution and shipping of goods?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 19. Which of the following is a reason a team would utilize marketing?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 20. What is the top element of an event triangle?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 21. What is the Bottom Right element of the Event Triangle?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 22. What is exchanged from the Bottom Left element to the Top element?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 23. What is most likely to be exchanged from the Bottom Right element to the Top?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 24. What is exchanged from the Top element to the Bottom Left element?

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 25. A sports industry intermediary which is responsible for leveraging athlete’s worth or determining an athlete’s bargaining power is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A B C D Ans: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_