Sports & Entertainment Marketing Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Foundations of Sports and Entertainment Marketing

Directions: Please complete the following outline during the class discussion of this unit.

**I. Sports and Entertainment Activities**

1. Sporting events and entertainment activities have been around as long as \_\_\_\_\_\_\_\_\_\_\_\_ have been around.
2. The ancient \_\_\_\_\_\_\_\_\_\_\_\_\_ organized the first Olympic games nearly 3,000 years ago.
3. The earliest forms of entertainment consisted of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, plays, music, and dancing. Entertainment has evolved over the years to become a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ part of our modern lives.
4. Today, many of our most popular movies are based on sports.

**II. What is a Market?**

1. The term \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is used to describe all potential customers who have a need or want for a product and the resources to make the purchase. An estimated 40 million soccer balls are sold globally each year.
2. The term market can also be used to describe \_\_\_\_\_\_\_\_\_\_\_\_ customers and prospective customers are geographically located. In Brazil, an estimated 75 million people are passionate about the sport of soccer.

**III. What is Marketing?**

1. Marketing is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that involves planning, pricing, promoting, selling, and distributing products that are designed to satisfy the needs and wants of customers.
2. Marketing should be thought of as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ process with the ultimate goal of satisfying customers’ needs and wants.
3. Marketing should result in \_\_\_\_\_\_\_\_\_\_\_\_\_\_ that satisfy both customers and businesses.

**IV. The History of Sports Marketing**

1. Marketing itself is as \_\_\_\_\_\_\_\_\_ as civilization.
2. Roman gladiators were skilled \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ trained to fight other gladiators, as well as wild beasts, in a public arena.
3. Like modern celebrities, some gladiators became \_\_\_\_\_\_\_\_\_\_ after winning in the arena.
4. Ads \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Roman gladiator games might be painted on walls, written on papyrus, or read aloud in public places.
5. Marketing is much more sophisticated today!
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Marketing is a growing segment of the marketing field that focuses on sports as a business and how sports can be used as a tool for marketing purposes.
7. The roots of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Sports Marketing can be traced back to the 1860's when many businesses, recognizing the popularity of the new sport of baseball, began using photographs of the players to help sell their products and services.
8. One of the first examples of using sports to market products occurred when baseball cards were placed in packs of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
9. Honus Wagner played from 1909 – 1911. His card was recently sold for $2,800,000.
10. Today, the marketing of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a very sophisticated, and can be a very profitable, business.
11. American style \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has been compared to ancient Rome’s gladiator games.
12. The NFL generates an estimated \_\_\_\_\_\_\_\_ billion in annual revenue.
13. The NFL’s money comes primarily from \_\_\_\_\_\_ revenues, but merchandise sales, and ticket sales are also important sources of revenue.
14. The NFL is recognized as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ association by the Federal government.
15. However, the NFL is not fully exempt from anti-trust laws.
16. Only Major League \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is fully exempt from ant-trust laws.

**V. What is the Marketing Concept?**

1. The marketing \_\_\_\_\_\_\_\_\_\_\_\_\_ means that a business focuses on satisfying customer needs and wants while also making a profit.
2. A suite at Dallas Cowboys Stadium features granite counter tops, marble floors, a private restroom inside of the suite, ample bar space, flat screen televisions, climate control, Wi-Fi, and special parking.
3. The suites come in different sizes to accommodate between 18 to 52 guests.
4. The cost is between $100,000 and $500,000 a year.
5. Luxury suites satisfy the needs and wants of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ customers and allow the business to make additional profits.

**VI. The Seven Functions of Marketing:** Distribution, Marketing-Information Management, Pricing, Product/Service Management, Promotion, Selling, Financing

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ requires the business to find the best methods of delivering goods and services to customers.
2. Marketing-\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ involves gathering and analyzing information to improve decision making.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_ requires the business to determine the most appropriate pricing strategy for their products.
4. \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ Management involves acquiring, developing, and improving products to better serve customers .
5. \_\_\_\_\_\_\_\_\_\_\_\_\_ is any strategy used to communicate with customers about the products or services offered by the business or organization.
6. \_\_\_\_\_\_\_\_\_\_\_\_\_ is any face-to-face contact with customers to determine and fulfill their needs and wants. Personal training and sports instruction are good examples of selling a service in the area of sports.
7. \_\_\_\_\_\_\_\_\_\_\_\_\_ involves budgeting for business operations and offering assistant to customers in buying the business’s products.

**VII. The Target Market**

A. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a specific group of consumers a business or organization wants to reach with its marketing efforts.

B. Watch the beginning of the video and describe the target market for The Villages – a retirement and golf community located in Florida.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Watch the Video: Taylor Swift: Connecting with Fans**

1. “Who” is the target market for a Taylor Swift concert?
2. How does Taylor Swift continue to effectively target the market segment that she currently appeals to?
3. How does Taylor Swift stay connected to her fans?

**Watch the Video: The Black Keys: Connecting with Fans**

1. How does the music and performance of the Black Key’s differ from the performance of Taylor Swift?
2. How does the “target market” for a Black Keys concert differ from the “target market” for a Taylor Swift concert?

**VIII. The Four P's of Marketing**

1. The 4 P’s, also known as the \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_, also known as the 4 elements of marketing, describes how a business blends together the decisions of: Product, Price, Place (Distribution), and Promotion.
2. A \_\_\_\_\_\_\_\_\_\_\_\_\_ is whatever a business offers to customers to satisfy needs and wants.
   1. A product can be a good or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
   2. A \_\_\_\_\_\_\_\_\_\_\_\_\_ is a basic necessity, such as food, clothing, or shelter.
   3. A \_\_\_\_\_\_\_\_\_\_\_\_\_is something desired but not essential for living.
   4. Sports and entertainment largely satisfies the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of customers, but some needs are also satisfied – consider the sale of food and beverages at sporting events.
3. The \_\_\_\_\_\_\_\_\_\_\_\_\_ is the amount that customers pay for products – goods or services.
   1. \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ is the amount of money people have available to spend after paying for necessities.
   2. Sports and entertainment events are not considered necessities and as a result require the spending of discretionary income.
4. \_\_\_\_\_\_\_\_\_\_\_\_\_ (distribution) is the process deciding where and how products will be made available to customers.
5. Sporting events are distributed at the stadium in which they are played, but are often distributed by television, cable, or online to a much larger audience.
6. \_\_\_\_\_\_\_\_\_\_\_\_\_ includes any communication designed to inform, persuade, or remind customers about the goods and services offered by the business. The internet and social media are important promotional tools for sports and entertainment.

**Watch the Video: The Marketing Mix for Movies is Changing**

1. Why are fewer people seeing movies **at** movie theaters today?
2. What are young men doing today instead of seeing movies at the movie theater?
3. What is a “tent pole” movie?
4. Discuss the 4 elements of marketing (product, price, place, promotion) as they relate to movie theaters.

**Watch the Video: Luxury Cinemas Coming to the U.S.**

1. What is a luxury movie theater?
2. How much does it cost?
3. Describe the target market.
4. What is 4-D technology?
5. Do you think this concept will be successful in the United States? Why or why not?

**Watch the Video: High-Tech Coming to Movie Theaters**

1. Why are movies and movie theaters changing?

1. Who are the competitors for movie theaters?
2. The cost of seeing a movie WILL increase in the future. How is this a good thing and a bad thing for attendance at theaters?

**IX. Channels of Distribution**

1. A \_\_\_\_\_\_\_\_\_ \_\_\_ \_\_\_\_\_\_\_\_\_\_\_ is the path that a product takes from the producer to the consumer. The iTunes Store allows consumers to purchase music and download it directly to their device.
2. Sports and entertainment events are distributed to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ using mass media.
3. \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ is a term that describes any media used to distribute an event to a large number of people.
4. As technology continues to increase, the \_\_\_\_\_\_\_\_\_\_\_\_\_ (types of delivery systems) for delivering sports and entertainment will continue to expand and improve at a rapid pace.
5. Most movies are first distributed to theaters, then to DVD sales, and are later available for electronic viewing using services such as Netflix.
6. Television programs are distributed by broadcast, cable, satellite, and increasingly via the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
7. Online streaming services, like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, are changing how and where we view sports and entertainment content.