

Sports & Entertainment Marketing

Unit One Outline, 2018-19 School Year

Unit 1: History & Evolution of Sports & Entertainment Marketing

OVERVIEW

Unit one provides students with an understanding of the evolution of sports and entertainment as it relates to business. Identifying industry “pioneers” and important milestones will assist students in the comprehension of how the sports and entertainment industry has become the multi-billion dollar industry it is today.

OBJECTIVES

- 1) Define the acronym SEM
 - 2) Identify factors that contributed to the growth of the sports and entertainment industry
 - 3) Understand the concept of “fandom” and its importance to the business of sports and entertainment
 - 4) Discuss the impact specific individuals had on the evolution of the industry
 - 5) Recognize specific milestones relevant to industry growth
 - 6) Define media
 - 7) Understand the importance of media (broadcast) rights
-

LESSONS

- Lesson 1.1** Genesis of Sports & Entertainment Marketing
Lesson 1.2 Factors Contributing to Industry Growth
Lesson 1.3 Media Impact on Industry Growth
Lesson 1.4 Industry Pioneers
Lesson 1.5 Important Milestones in SEM History
Lesson 1.6 Where Are We Now?
-

KEY TERMS

Fandom
SEM

Media
Superfan

Media (Broadcast) Rights

Lesson 1.1

Genesis of Sports and Entertainment Marketing

The origins of sports and entertainment marketing (SEM)... What is SEM?

Define SEM:

What specific events have influenced its enormous growth?

Name three examples of events that have influenced industry's growth:

1)

2)

3)

How large is the sports industry?

What are some of the major revenue generators in the sports industry?

The entertainment industry extends from the following **examples**:

TRUE OR FALSE: Consumers have shown an insatiable appetite for entertainment resulting in an industry boom. _____

What are some of the major revenue generators in the entertainment industry?

Lesson 1.2

Factors Contributing to Industry Growth

Name six (6) factors that have influenced the growth of the sports and entertainment industry:

1)

2)

3)

4)

5)

6)

Name two examples of signs of continued industry growth:

1)

2)

Define **fandom**:

Describe an example of the impact of fandom:

Describe the intensity levels of fandom:

What is a **superfan**?

How does fandom influence the media?

Because of the strong emotional connection fans maintain with their favorite sports teams, wins and losses on the grandest of stages can _____

1. Positive example:

2. Negative example:

Lesson 1.3

Media Impact on Industry Growth

What is MEDIA?

Define **Media**:

Describe how media has impacted industry growth:

Define **media rights** (or broadcast rights):

Many media rights deals provide _____ coverage rights

Media rights deals are not reserved for _____ broadcasting companies

Why are media rights important to sports and entertainment properties?

Why are media rights important to broadcast companies?

List one example of media/broadcast rights:

1)

What are ratings?

Why are ratings important to broadcast companies?

The progression of media and its impact on the business of sports has been significantly influenced by several events. List five examples:

- 1)
- 2)
- 3)
- 4)
- 5)

In the early days of team sports, concessions and tickets provided the only real source of revenue for team owners. Today, because of the numerous multi-media opportunities available, organizations have more options available to them to drive revenue. What outlets are available to sports teams today for driving revenue?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

List two examples of how sports and entertainment business coverage has become widespread and easily accessible:

- 1)
- 2)

Lesson 1.4

Industry Pioneers

Discuss the legacy of **sports industry** pioneers and their impact on the industry's evolution. In the space below, identify at least one accomplishment associated with each respective individual.

1. Pierre de Coubertin
2. Bill Veeck
3. Mark McCormack
4. Mildred "Babe" Didrikson Zaharias
5. Roone Arledge
6. Jackie Robinson
7. Mohammed Ali
8. William (Bill) H.G. France Sr.
9. Arnold Palmer
10. Pete Rozelle
11. Michael Jordan
12. David Stern
13. Jon Spoelstra
14. Phil Knight

Discuss the legacy of **entertainment industry** pioneers and their impact on the industry's evolution. In the space below, identify at least one accomplishment associated with each respective individual.

1. P.T. Barnum
2. Walt Disney
3. Adolph Zukor
4. Charlie Chaplin
5. Louis Armstrong
6. Lucille Ball
7. Jerry Siegel and Joe Schuster
8. Rodgers & Hammerstein (Richard Rodgers & Oscar Hammerstein)
9. The Beatles
10. Elvis Presley
11. William Hanna and Joseph Barbera
12. Theodor Seuss Geisel ("Dr. Seuss")

13. Hiroshi Yamauchi
14. Steve Allen, Ed Sullivan, Johnny Carson
15. Mort Sahl
16. Jim Henson
17. Steven Spielberg
18. Steve Jobs
19. Vince McMahon
20. Michael Jackson
21. JK Rowling
22. Ted Turner
23. Sean Combs
24. Shawn Fanning & Sean Parker
25. Evel Knievel

Lesson 1.5

Important Milestones in SEM History

List ten key dates in the history of sports marketing:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

List *at least* ten key dates in the history of entertainment marketing:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Lesson 1.6

Where Are We Now?

How big is the **sports** industry now? List three examples below that represent how large the industry has become.

1)

2)

3)

How large has the **entertainment** industry become? List one example below that represents how large the film, music, publishing (books), video games and theater industries have become.

Movies

Music

Books

Video games

Theatre

