Unit 2 Sports Products - Economic Impact of Sports Marketing

Content Area: **Business Education**
Course(s): **Sports and Entertainment Marketing**
Time Period: **October**
Length: **12 Blocks**
Status: **Published**

Enduring Understandings

The market for sports is expanding due to variety of sports that are played and viewed by the public around the world.

From Olympic swimming championships to Super Bowl games, sports events and the sports industry are big businesses that require effective marketing strategies.

Essential Questions

What is sports marketing?

Who would be considered a pioneer of sports marketing and what were his or her contributions?

What are the four main categories of sports?

Which category is the most costly and marketed of all categories?

What are four characteristics needed to analyze the market segmentation of sports consumers?

What is opportunity cost?

Why is grassroots marketing an important part of sports marketing?

Content

Sports Marketing

Amateur athlete

NCAA

Professional athlete

Title IX

Extreme sports

Sports consumer

Market segmentation

Sports products

Tangible products

Intangible products

Product line

Product mix

Opportunity cost

Infrastructure

Sports franchise

Grassroots marketing

Skills

Define sports marketing.

Identify the different categories of sports.

Differentiate between amateur sports and professional sports.

Discuss significance of international sports.

Explain the significance of women's sports.

Define the sports consumer.

Explain market segmentations.

Identify sports products.

Explain differences between sports goods and services and the economic impact of sports

Differentiate between the product line and product mix.

Resources

Standards

CRP.K-12.CRP6.1	Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
CRP.K-12.CRP7.1	Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible

	consequences.
PFL.9.1.12.C.7	Analyze the rights and responsibilities of buyers and sellers under consumer protection laws.
PFL.9.1.12.D.2	Assess the impact of inflation on economic decisions and lifestyles.