Unit 3 Branding and Licensing in the Sports Industry

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Enduring Understandings

Developing the marketing mix is the best method for marketing the products offered by the sports industry.

There are different types of branding and licensing as well as promotional methods.

Essential Questions

What are the three steps involved in developing brand equity?

How do sponsorships benefit the sports organization and the sponsor?

What are the three functions of promotion in sports marketing?

What is the difference between promotional and institutional advertising?

What are the advantages and disadvantages of publicity?

Content

Brand

Brand name

Trademark

Brand equity

Manufacturer brand

Co-branding

Intermediary brand

Generic brand

Licensing

Event marketing

Promotional mix

Advertising

Promotional advertising

Institutional advertising

Sales promotion

Public relations

Publicity

Press release

Personal selling

Skills

Explain the concepts of branding and brand equity.

Discuss the types of brand.

Discuss product licensing and how licensed goods are merchandised.

Explain the importance of sports sponsorship and endorsements.

Define event marketing.

Identify the roles of advertising and sales promotion in sports marketing.

Identify the role of public relations and personal selling in sports marketing.

Resources

Standards

CRP.K-12.CRP11.1	Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring new technology. They are proficient with ubiquitous technology applications. They understand the inherent risks-personal and organizational-of technology applications, and they take actions to prevent or mitigate these risks.
CRP.K-12.CRP12.1	Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural difference to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings.
PFL.9.1.12.D.3	Summarize how investing builds wealth and assists in meeting long- and short-term financial goals.
PFL.9.1.12.D.5	Justify the use of savings and investment options to meet targeted goals.
PFL.9.1.12.D.8	Explain how government and independent financial services and products are used to achieve personal financial goals.