# Unit 8 Ticket Promotions and Sales

Content Area: **Business**
Course(s): **Sports & Ent M**
Time Period: **Semester 1 & 2**
Length: **2 weeks**
Status: **Published**

## Standards

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| PFL.9.1.12.E.1 | Evaluate the appropriateness of different types of monetary transactions (e.g., electronic transfer, check, certified check, money order, gift card, barter) for various situations. |
| PFL.9.1.12.E.3 | Determine how objective, accurate, and current financial information affects the prioritization of financial decisions. |
| PFL.9.1.12.E.4 | Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending. |
| CAEP.9.2.12.C.4 | Analyze how economic conditions and societal changes influence employment trends and future education. |
| TECH.8.2.12.B.1 | Research and analyze the impact of the design constraints (specifications and limits) for a product or technology driven by a cultural, social, economic or political need and publish for review. |
| TECH.8.2.12.B.CS1 | The cultural, social, economic and political effects of technology. |

## Essential Understanding

The sports & entertainment relies on ticket sales as its major source of revenue.

Technology is disrupting the ticketing industry with innovations such as digital tickets and dynamic ticketing.

Strategic pricing of tickets based on demand, seat location, and benefits is vital to maximizing revenue. (Charging more for an aisle seat, shady seat.)

## Essential Questions

- What are the factors that influence a fan’s decision to purchase tickets
- List at least five ticket sales strategies
- Why do sports teams create different ticket packages?
- How has ticketing technology provided innovative alternatives for customers?
- How are teams incorporating dynamic pricing into the ticket pricing strategies?

## Knowledge and Skills

- Compare dynamic ticketing to traditional ticketing.
- Research the different types of ticket packages that sports entities offer to consumers.
- Prepare a budget for an event.

- Analyze the threat of the home experience as compared to live attendance at sporting events.

## Transfer Goals

How sports and entertianment relies heavily on ticket sales

The threat of people staying home to experience via other technologies rather then goiing to an event (game)

Identify other sources of revenue for sports and entertainment

## Resources

Online textbook from Sports Career Consulting

Case studies and current event links from Sports Career Consulting

Simulation - Knowledge Matters

Street & Smith's Sports Business Journal

Microsoft Office Suite

Forbes.com