



Sports Marketing

Standard One

- ☆ **Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports.**



What is Marketing?

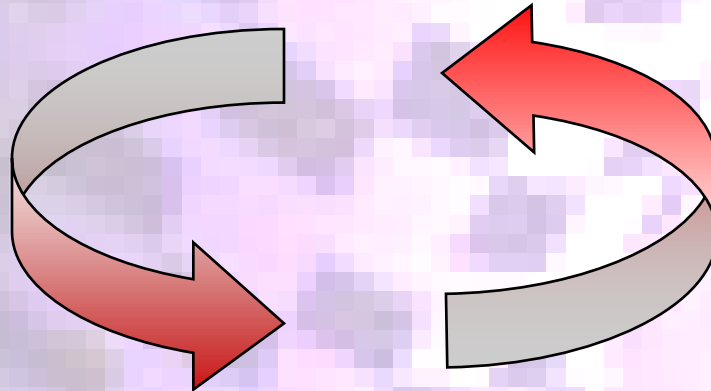
☆ **Marketing is a process of bringing together sellers and buyers.**

RBK



Exchanges

- ☆ **Everyday transactions between producers and consumers**
- ☆ **Typically trading money for a product or service**



Producers

- ☆ **Individuals or Companies which have products to be sold.**
- ☆ **They provide the “supply.”**
- ☆ **They are willing to exchange the product or service for something of value.**



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before & AFTERS



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KICKOFF WEEKEND
2003

Order now from
NFLSHOP.COM
and receive
FREE SHIPPING!
Use this code during checkout **IN52P301**.
OFFER GOOD THROUGH SEPT. 8, 2003

September 4th

Tailgate with more than 25,000 troops and their families from the National Mall in Washington D.C. during the hour-long pre-game celebration leading up to the 9 p.m. (ET) Thursday season opener between the Washington Redskins and New York Jets.

FEATURING www.britney.com

- Britney Spears
- Aerosmith
- Mary J. Blige
- Aretha Franklin
- Many more great entertainers!

***NFL KICKOFF LIVE 2003**
Join the celebration and salute to America!

Consumers

- ☆ **Individuals or Companies which have needs to be met and which have something to exchange.**
- ☆ **They create a “Demand.”**
- ☆ **They have **something** to exchange for a product or service and are willing to do so.**

Marketing -- The Definition

☆ **“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods or services to create exchanges which satisfy individual and organizational objectives.”**

What is Marketed?

☆ DURABLE GOODS



☆ NONDURABLE GOODS



☆ SERVICES



☆ IDEAS



Utah Travel Council
the official travel site for
the state of utah



What is Marketed?

☆ PEOPLE



☆ PLACES



The official website of the
Bahamas Tourist Office

☆ ORGANIZATIONS



1



2



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5



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15



16



The Elements of Marketing

★ **Product or Service Planning**

★ **Pricing**

★ **Promotion**

★ **Distribution (Place)**

★ **The FOUR P's OF MARKETING**

---- **People** ---- **Often Considered the Fifth P**

Benefits of Marketing

- ☆ **Add UTILITY to goods and services**
- ☆ **Makes buying convenient**
- ☆ **Maintains reasonable prices**
- ☆ **Provides a variety of goods and services**
- ☆ **Increases production**

Sports Marketing

☆ **Sports Marketing uses marketing elements to meet the goals of a sports property.**

- o **Product Strategies**
- o **Service Strategies**
- o **Pricing Strategies**
- o **Promotion Strategies**
- o **Distribution Strategies**



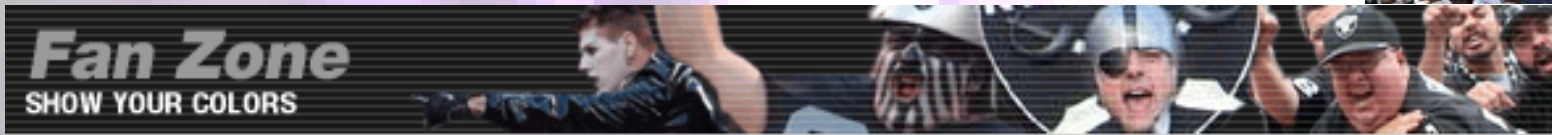
Sports

☆ **Sports are a source of diversion or physical activity engaged in for pleasure**

- o **Can be spectatorship**
- o **Can be participation and play**

Sports Consumers

- ☆ **Consumers exchange money for a “wanted” good or service.**
- ☆ **Sports Consumers exchange in different ways:**
 - o **Spectators as Consumers**
 - **Benefit by watching game**
 - **Exchange for tickets and entertainment**
 - o **Participants as Consumers**
 - **Benefit by playing or participating**
 - **Exchange for equip. & participation**



Sports Producers

- ☆ **Sports Producers May Provide:**
 - **Events for Participation**
 - **Events for Entertainment Viewing**
 - **Sporting Goods and Equipment**
 - **Licensed Merchandise**
 - **Collectables and Memorabilia**
 - **Athlete Training**
 - **Sports Information**
 - **Event Coverage and Distribution**

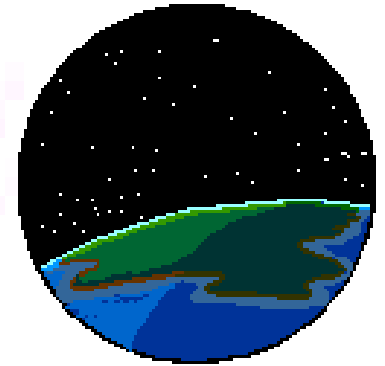
Sports Industry Growth

- ☆ **Attendance Growth**
 - **\$135-350 Billion per Year**
 - **Nearly Every Sport and League +**

- ☆ **Media Coverage and Growth**
 - **Main Stream and Alternative Sports Coverage**
 - **Coverage Growing with Demand**

- ☆ **Employment Growth**
 - **4.5 – 6 Million new Jobs from 1999-2001**

- ☆ **Global Markets**
 - **Expansion of Leagues & Marketing outside of U.S.**
 - **Availability of News Media and Sports Reporting**



Today....

★ **Team Organization**

- o **Team Members**

- o **Conference**

- o **Top 3 Preferred Cities**

★ **List Information on 1.1 LG**

★ **Begin Research & Planning**

Sumber:

- ☆ **Fullerton, Sam., Sport Marketing: McGraw Hill, 2007**
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- ☆ **_____ , Sport Tourism Globalization, Mobility and Identity: Elsevier Ltd, 2009**
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