



Discover the World of Sports Marketing

Standard 1.1

Standard One

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

RioTinto

stadium



YOU IN?

2013 SEASON TICKETS ON SALE NOW



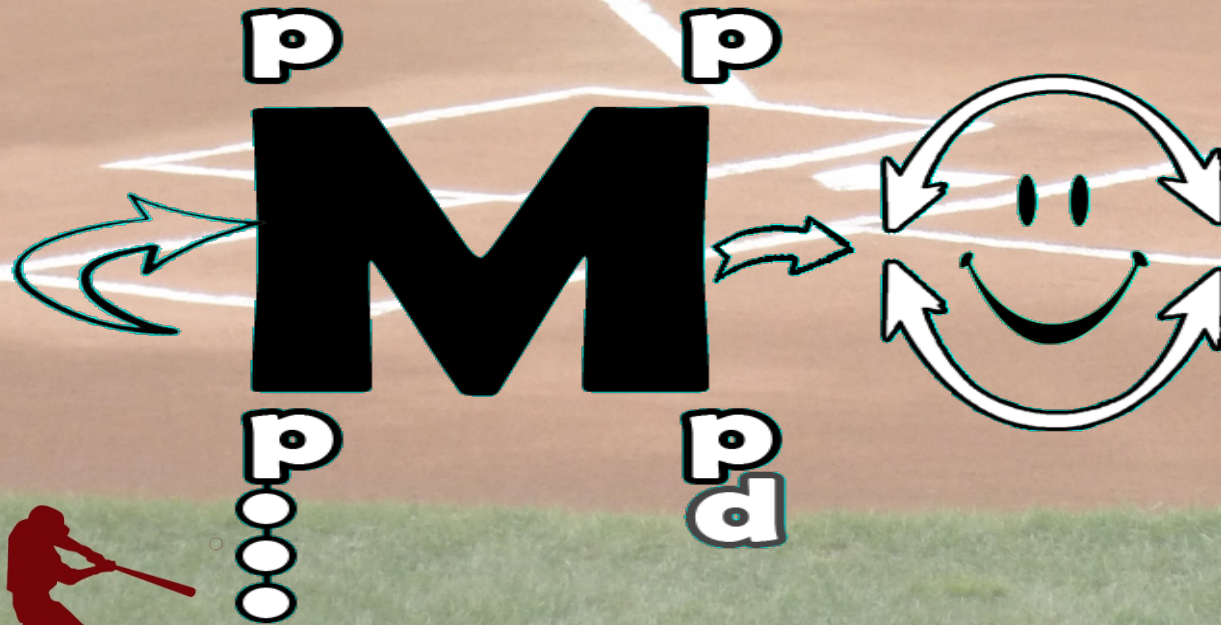
Objective One

☆ Identify and understand the components of the marketing mix as it relates to sports marketing.



Marketing -- The Definition

☆ The process of developing, pricing, promoting, and distributing products to satisfy customers' needs and wants.



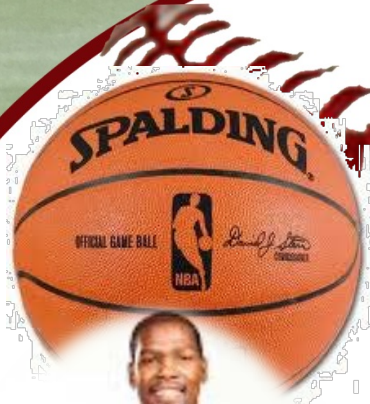
Sports

- ☆ Sports are a source of diversion or physical activity engaged in for pleasure
 - o Can be spectatorship
 - o Can be participation and play



Sports Marketing

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



What is Marketed?

☆ DURABLE GOODS



☆ NONDURABLE GOODS



☆ SERVICES



☆ IDEAS



What is Marketed?

☆ PEOPLE



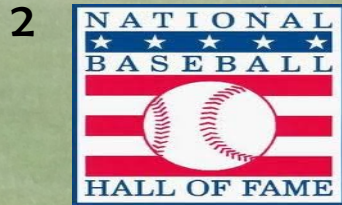
☆ PLACES



☆ ORGANIZATIONS



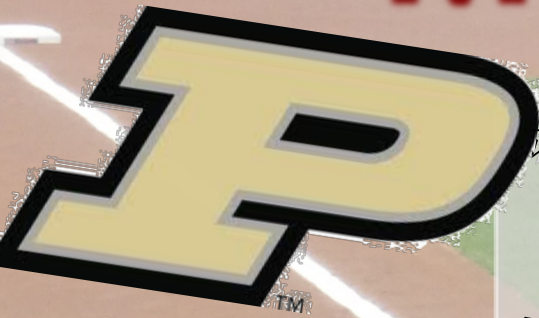
What is being marketed?



Marketing Mix

★ The FOUR P's OF MARKETING

1. Product
2. Pricing
3. Promotion
4. Place (Distribution)



Sports Marketing Mix

- Product Strategies
- Service Strategies
- Pricing Strategies
- Promotion Strategies
- Distribution Strategies



Product Strategies

- ☆ Companies & teams must create strategies to promote, manage, sell, service, and evaluate their PRODUCTS.



Product Strategies

☆ Companies & teams must create strategies to promote, manage, sell, service, and evaluate their PRODUCTS.



Service Strategies

☆ Companies & teams must create strategies to promote, manage, sell, service, and evaluate their SERVICES.



Entertainment...

Pricing Strategies

☆ Companies & teams must create strategies to **PRICE** the products & services.



Promotion Strategies

☆ Companies & teams must create strategies to **PROMOTE** the products & services.



Distribution Strategies

☆ Companies & teams must create strategies to **DISTRIBUTE** the products & services.



Smith's



QuikStop
WinCo
FOODS

Shell



Seven Core Functions of Marketing

Product/Service Management

Marketing-Information Management

Pricing

Promotion

Distribution

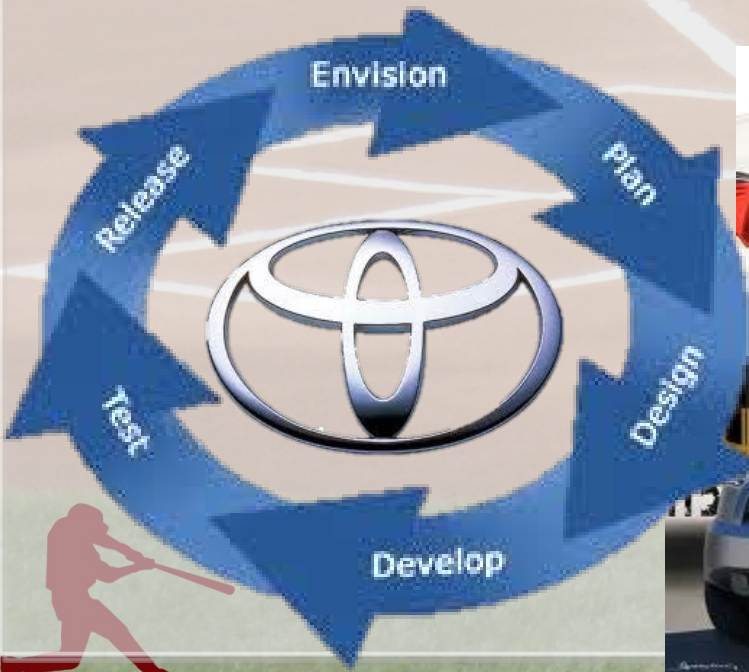
Selling

Financing



Product/Service Management

☆ Designing, developing, maintaining, improving, and acquiring products or services for the purpose of meeting customer needs and wants



Marketing-Information Management

- ☆ Gathering and using information about customers to improve business decision making



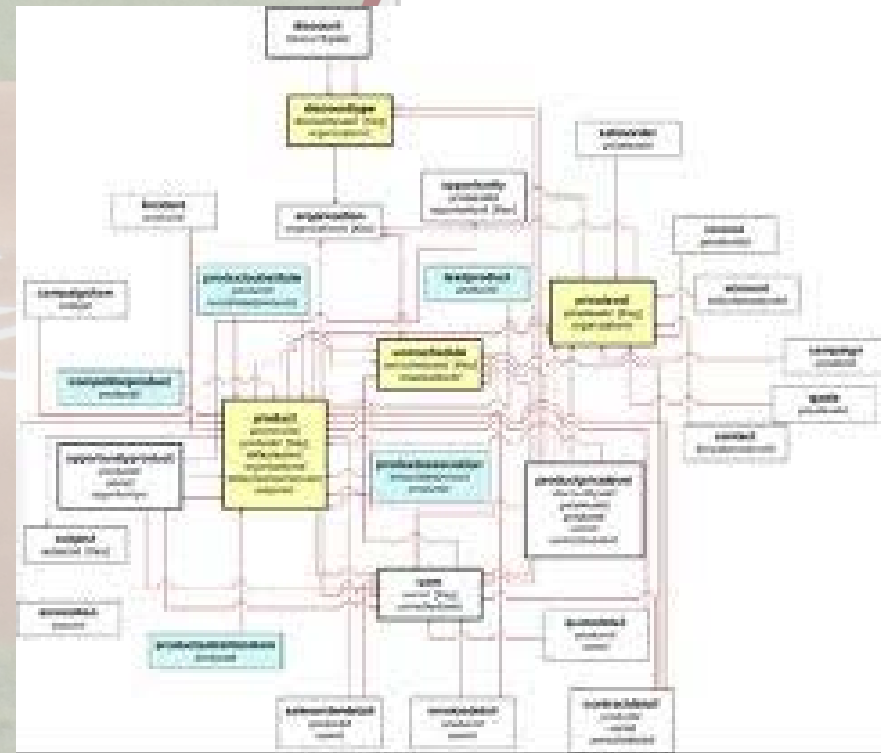
facebook
for
business
survey results

A screenshot of a web browser window displaying a 'Furniture Questionnaire'. The page has a header with 'Logo Here' and 'Furniture Questionnaire'. The main content area contains a question: 'Q3: What is important to you when buying furniture?'. Below the question is a table with five columns: 'Very important', 'Quite important', 'Don't know', 'Not very important', and 'Not at all important'. The table lists various furniture attributes and their corresponding importance ratings. At the bottom of the form are 'Back' and 'Save and continue later' buttons.

	Very important	Quite important	Don't know	Not very important	Not at all important
Price	5	3	2	1	0
Looks	4	4	1	1	0
Style	5	4	1	0	0
Local supplier	5	2	0	0	0
Comfortable	5	4	1	0	0
Functionality	4	3	1	1	0
Repairs	5	2	1	0	0
Local - custom service	5	2	0	0	0

Pricing

☆ The process of establishing and communicating to customers the value or cost of goods and services



Promotion

☆ Using advertising and other forms of communication to distribute information about products, services, images, and ideas to achieve a desired outcome



Distribution

- ☆ Determining the best way to get a company's products or services to customers



Selling

- ☆ Any direct and personal communication with customers to assess and satisfy their needs and wants



Financing

- ☆ Requires a company to budget for its own marketing activities and to provide customers with assistance in paying for the company's products or services



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.



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



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.



Sports Consumers

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



Exchanges

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



Benefits of Marketing

☆ Add **UTILITY** to goods and services

o Added value

m&m's

☆ Makes buying convenient



☆ Maintains reasonable prices



☆ Provides a variety of goods and services



☆ Increases production

