

# BASIC MARKETING

“I can identify and understand the basic concepts and the core standards of marketing”

# Let's break it up...

## What is SPORTS & ENTERTAINMENT MARKETING?

### MARKETING:

- The process of developing, pricing, promoting, and distributing products, or goods and services to satisfy customers' needs and wants

### SPORTS:

- A source of diversion or physical activity engaged in for pleasure

SPECTATOR OR PARTICIPANT

### ENTERTAINMENT:

- Whatever people are willing to spend their money and spare time viewing rather than participating

# SPORTS

# MARKETING



It is the goal of the sports and entertainment marketer to provide a product or service that can satisfy the needs and wants of those individuals who choose to be entertained during their *leisure time*

# Who are we marketing to??

## MARKET:

- All people who share similar needs and wants and who have the ABILITY and WILLINGNESS to purchase a given product or service

## TARGET MARKET:

- The group of people most likely to become customers, identified for a specific marketing program

# PRODUCERS

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



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before & AFTERS



Winners &  
3-APPLE-PLAN USERS

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**KICKOFF WEEKEND**  
Order now from **NFLSHOP.COM**  
and receive **FREE SHIPPING!**  
Use this code during checkout **INS2P301**.  
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.

[www.britney.com](http://www.britney.com)

**FEATURING**

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

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

# CONSUMERS

1. Individuals or Companies which have needs to be met and which have something to exchange.
2. They create a "Demand."
3. They have **something** to exchange for a product or service and are willing to do so.

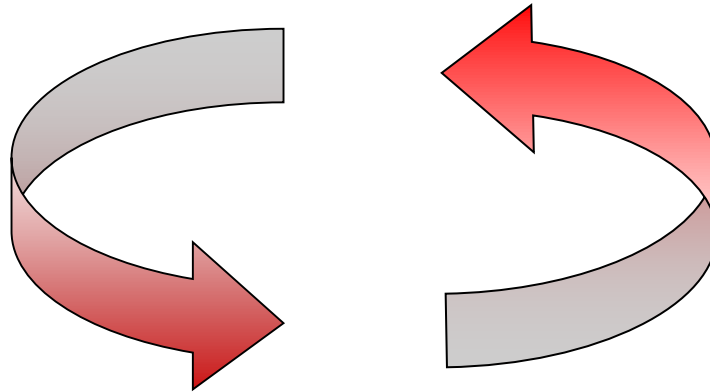


# PRODUCTS

- Good or Service
- *Goods* are Tangible
  - *Example: Football, Jersey, or Hammer*
- Services are In-tangible
  - Example: Game, Transportation, or Hair cut

# EXCHANGES

1. Everyday transactions between producers and consumers
2. Typically trading money for a product or service





THE

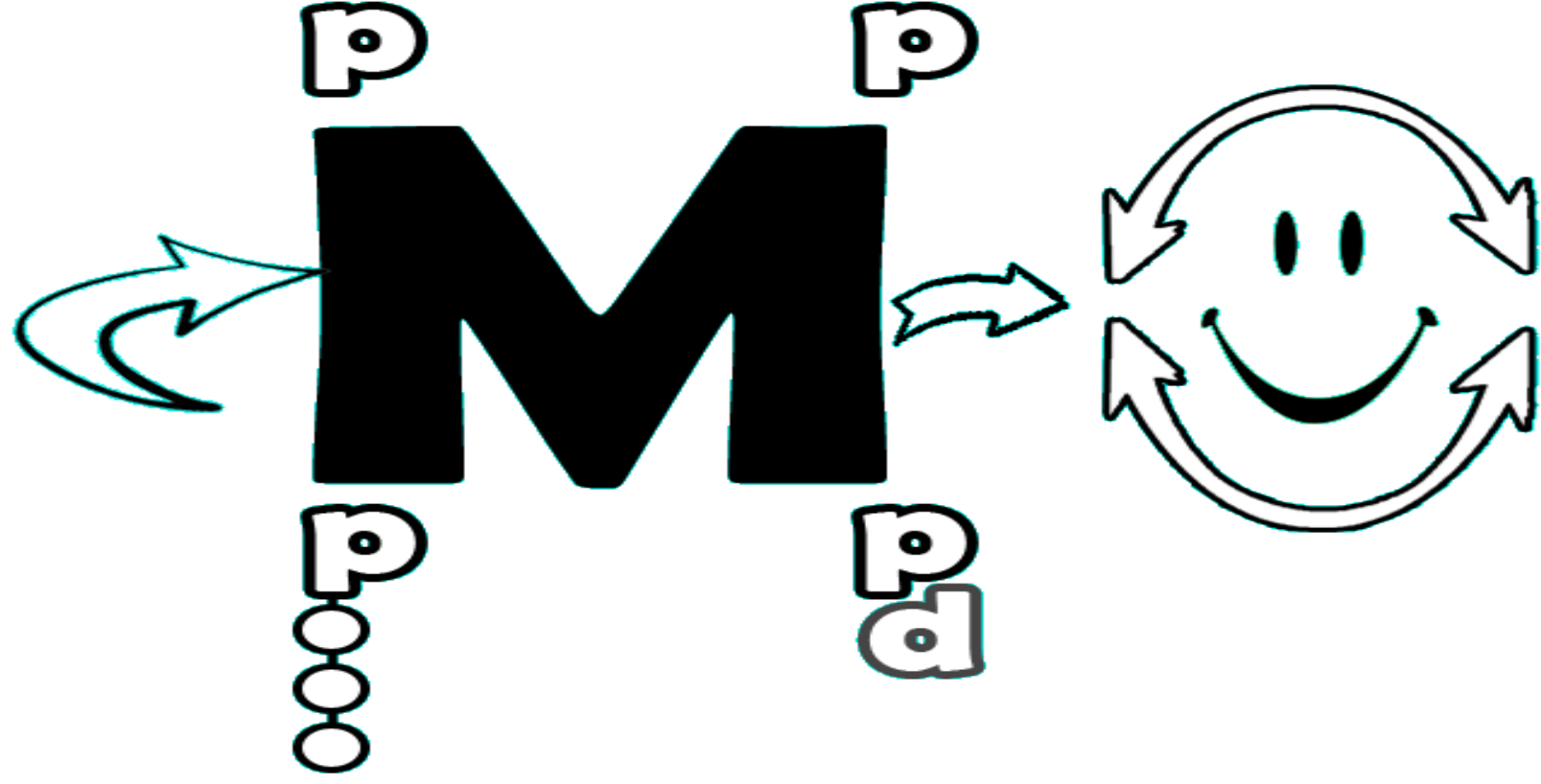
MARKETING

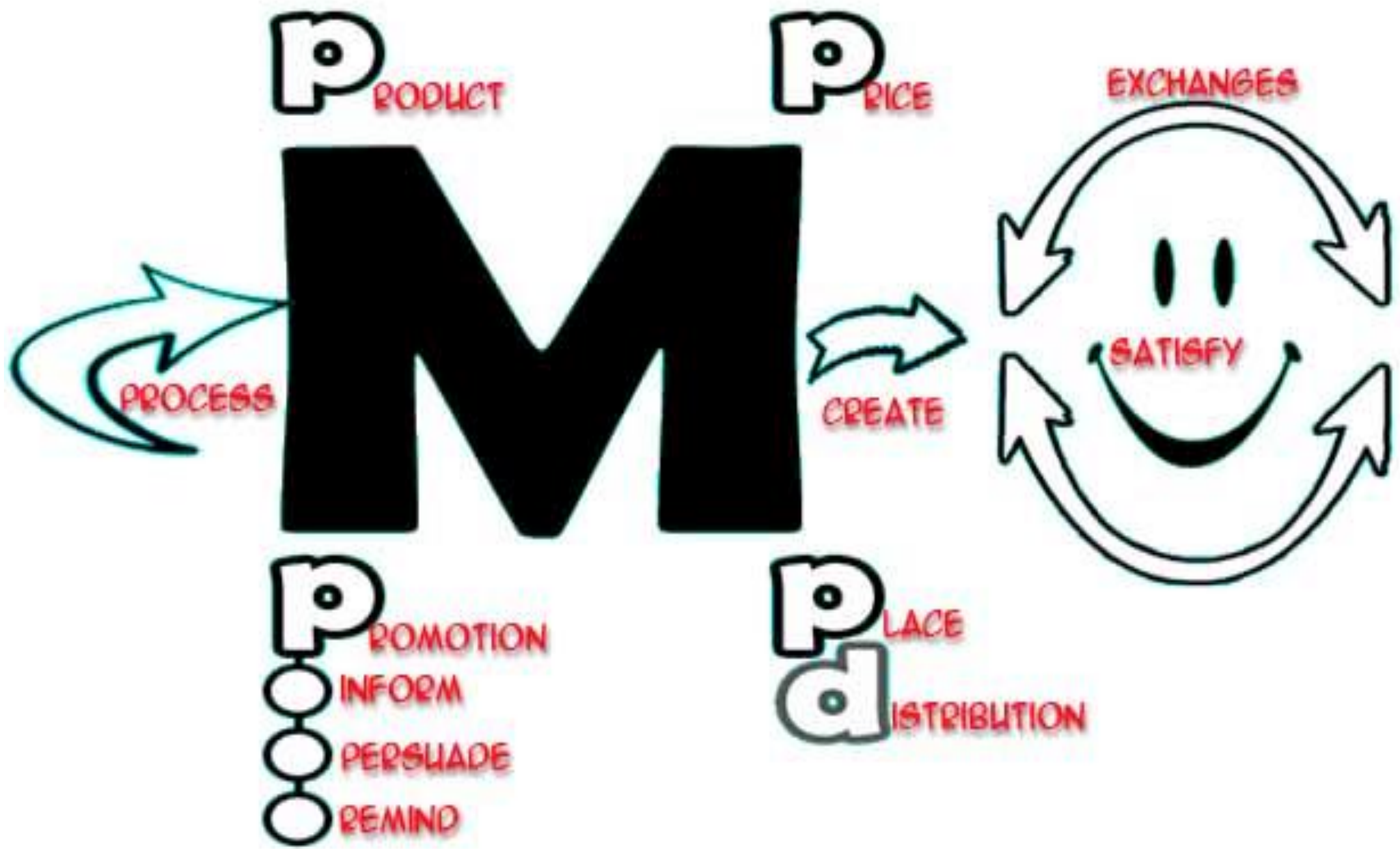
CONCEPT

||

Businesses must satisfy customers' needs and wants in order to make a profit

# MARKETING MIX – THE FOUNDATION OF MARKETING





# MARKETING MIX

- Basic marketing strategies – the four P's

1. Product



2. Place



3. Price



4. Promotion



# Product Strategies

- What product to make



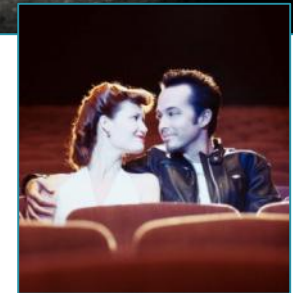
- How to package it



- What brand name to use



- What image to project





# Place Strategies

- How and where a product will be distributed.



# Price Strategies

- Reflect what customers are willing and able to pay.





# Promotion Strategies

INFORM

PERSUADE

REMIND

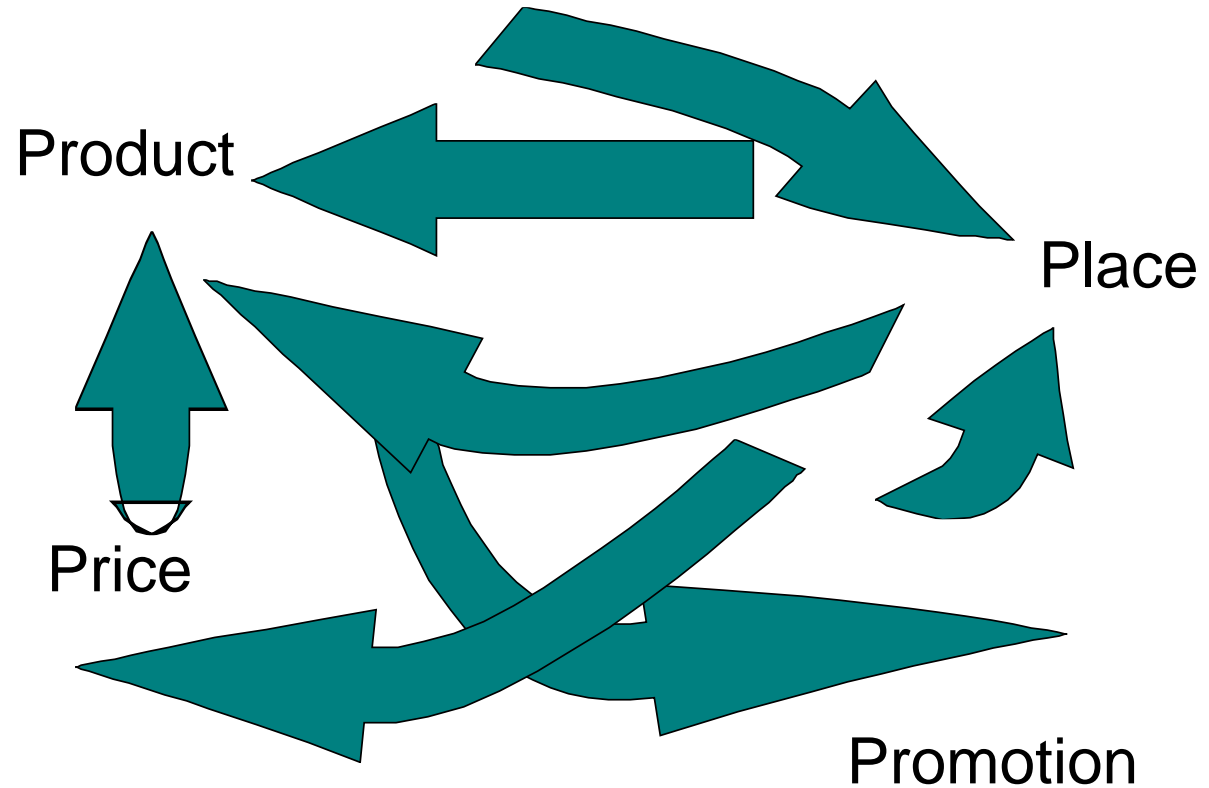
- How potential customers will be told about the new product
- What the message will be
- When and where it will be delivered
- What inducements are there to purchase it





# The Marketing Mix

- The elements are INTERCONNECTED

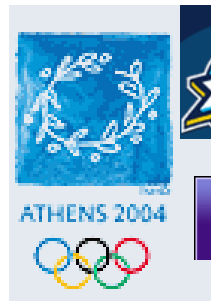


# MARKETING OF SPORTS

1. Applying marketing Principles to the marketing of a “Sports Property”

2. Sports Properties:

- |                |            |          |
|----------------|------------|----------|
| 1) League      | 5) Team    |          |
| 2) Athlete     | 6) Stadium | 9) Arena |
| 3) Program     | 7) Event   | 10) Meet |
| 4) Competition | 8) Contest |          |



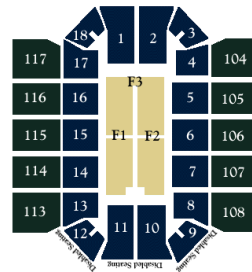
# "PLAYERS" IN MARKETING OF SPORTS

1. Teams
2. Leagues
3. Venues
4. Athletes
5. Agents

WHAT IS THEIR JOB?

# MARKETING OF SPORTS

Examples:



**BYU News**  
Brigham Young University  
Release

# Marketing THROUGH Sports

- Marketing of Non-Sports products or services using sports as a media
- Using a team or event for marketing

