

CHAPTER

1

What Is Sports and Entertainment Marketing?



CHAPTER

1

- 1.1 Marketing Basics
- 1.2 Sports Marketing
- 1.3 Entertainment Marketing



LESSON

1.1

Marketing Basics





The Essential Question

**What are the seven core standards of
marketing for a popular sports or
entertainment event?**



Learning

Objectives

LO 1.1-1 Describe the basic concepts of marketing.

LO 1.1-2 Explain the marketing mix.

LO 1.1-3 Define the seven core standards of marketing and financing.



Key Terms

- marketing
- marketing mix
- product
- distribution
- price
- promotion
- discretionary income



OPENING ACT...

Shaq Buick Commercial

- <https://www.youtube.com/watch?v=pvVNY2YC5zI>



WHAT IS MARKETING?

- Marketing is the creation and maintenance of satisfying exchange relationships.



Satisfying Customer Needs

To satisfy customers' needs, you need to perform three (3) activities:

- 1) Identify your customer and the needs of your customer.
- 2) Develop superior products.
- 3) Operate your business profitably.

Marketers of sports and entertainment marketing must assess:

- consumer demand,
- the competition, and
- the financial valuation of the goods and services they offer.

What customer needs will be satisfied by this entertainment venue?



What is marketing?

Marketing is the creation and maintenance of satisfying exchange relationships.