

# **The Business of Sports Content, Television, Social Media, Consumer Products, Advertising and Marketing**

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## **COURSE DESCRIPTION**

### **The Business of Sports**

**Course Description - The Business of Sports - Content, Television, Social Media, Consumer Products, Advertising and Marketing**

**The sports industry is experiencing rapid growth and is expected to become one of the nation's top 25 industries by 2030. This seminar will explore five elements of the business model that is driving this growth: content, television, social media, advertising, and consumer products. In addition, it will examine the marketing of these five elements. Students will be graded on class participation, essays, and a final paper. They will be asked to read weekly articles on each aspect of the sports industry and to participate in social media sites in order to understand how powerful this platform is to the sports business. In addition, they will work together in groups to create their own sports marketing websites and present these sites for evaluation by the entire class. The results of the evaluation will contribute to their grade for this part of the course.**

**Guest lecturers for the seminar will include nationally recognized experts and representatives of the sports industry, many of whom visit northeast Ohio for sporting events. Students in the course will acquire a unique perspective on a business that is projected to become one of the world's leading growth industries in the 21st century.**

Sports Business as an industry is experiencing rapid growth and is projected to become amongst the USA's top twenty five business industry by 2030, if growth continues at the current rate. ([http://www.sgma.com/press/3\\_U.S.-Sports-Industry%3A-Nearly-a-%2470-Billion-Business](http://www.sgma.com/press/3_U.S.-Sports-Industry%3A-Nearly-a-%2470-Billion-Business)) Fortune estimates that sports is a \$414 billion business (<http://www.plunkettresearch.com/Industries/Sports/SportsStatistics/tabid/273/Default.aspx>)

At the NFL owner's meetings last March in Orlando, Commissioner Roger Goodell invited Disney's CEO Bob Iger to give the keynote opening address. Goodell used Iger's aggressive moves into the digital world to challenge his staff and his teams to take the NFL from a current \$10 billion a year business to \$50 billion by 2030. The NFL is of course the Rolls Royce of American sports business, in terms of sport competition, but the overall sports business has become big business. Sports now directly impacted a significant American and international economic player – professional leagues, college sports, health and fitness, sports medicine, retail merchandise, sponsorship, marketing, broadcasting, food and beverage industry, sports betting, sports fantasy leagues, testing and use of new technologies (hand held video devices in Stadiums, 3-D television, interactive sales systems at stadiums, use of new credit/debit cards) that became standard items in the overall consumer field, sports stadium construction, local real estate development, video games, social media and new media.

To understand and learn what is driving this business, the course will examine and tie together six distinct categories-content, television, social media, advertising, consumer products and the marketing of these five areas, which has fueled and propelled the business model. The product of sports is its content and there have never been more leagues and more teams in the history of American sports. At the same time, there is a record numbers of television hours devoted to sports content and the average American watches 151 hours of television a month (an all time high) and of that, 14% is watching sports. This growth is equally dramatic in social media, where sports puts itself in the hands of the consumer, allowing the most visual content of any group in the entertainment business available on smartphones and the latest mobile devices like the I Pad. Because of the widespread distribution of sports content, more and more advertisers are using sports to reach their customers, including women, which now account for 4 of every 10 NFL Fans, when just a decade ago it was 1 of 10. Using the exposure across all the available media platforms, sports licensing has become a dominant factor with consumer products, including women's fashion, with leagues and teams licensing their marks and logos against existing products and the creation of new products, including video sports games.

Finally, how sports marketing leverages every aspect of the five key areas to create an anticipatory fervor among fans where they keep coming back for more and more every year.

Students will be graded on some of the traditional platforms of class participation, essays and a final paper, but in addition, they will be asked read weekly articles in each category, sports social media sites, social media sites like Facebook and Twitter and participate in that media as an exercise to understand how powerful this platform is to the sports business. In addition, they will be challenged to create a sports marketing website, present that site as part of a group to the entire class and have that evaluation contribute to their grade for this part of the course. A "sports" challenge grade so to speak.

The proposed course topic outline will also include guest lecturers, nationally recognized leading experts and representatives in the Sports Business arena, many who come into the northeast Ohio region for sporting events.

Students participating in the course will walk away with a unique perspective and understanding of a business that is projected to be one of the world's leading growth businesses in the 21<sup>st</sup> century.

## **LECTURER**

George Veras is currently is President/CEO of the Pro Football Hall of Famer Enterprise, representing the Pro Football Hall of Fame and the Hall of Famers, in marketing, television and sponsorship. He is also President/Executive Producer of Veras Communications, Inc ([www.verastv.com](http://www.verastv.com)), a 13 time Emmy Award television producer, who has produced public television and History Channel documentaries on Sportscasters, Sports Owners, Figure Skating, Basketball Dynasties, NFL Films, Biographies of Arnold Palmer, Lou Gehrig, Greg Norman and recently, for ESPN, Jimmy the Greek

## COURSE ASSIGNMENTS/STUDENT DELIVERABLES

- Write an essay focused on one of the five major sports business industries covered in the course—Content, Social Media, Sports Television, Sports Advertising, Consumer Products and Marketing **and which one of these industries is the main catalyst in growing Sports Business**, using one of the suggested books from the reading list, articles bibliography, weekly articles (From Google alerts) blogs, Twitter and Facebook read from your chosen sports business industry selection. (3-4 pages double spaced)

### Essay Focus:

- 1-Rate the importance and impact on the overall Sports Business field
- 2-Weaknesses/strengths, using examples from non sports industries to make your case
- 3-Identify new areas of growth and development for this particular industry
- 4- How will this industry contribute to Sports Business in the future—Decline or increase?

- Develop a plan for a new “Social Media Platform (SMP)” that will advance and increase sports business in any of the given five industries, with the primary goal to better connect to the sports consumer. Create a new website design (a flash site) or a written narrative plan (5-6 pages double spaced) that describe how the site can best reach and service the sports consumer. **As part of your analysis for creating the website design/plan, evaluate at least three current websites from the class lectures.** You will also be required to interview sports consumers to incorporate their viewpoints into your final presentation.
- Student group panels will be put together, based on the industries selected or as selected by the instructor, from their “SMP’s” They will meet, share their SMP’s with each other and decide how to summarize their “SMP’s” for presentation to the entire class. They will select a “leader”, who will present the summary to the entire class. **Class will vote on the best presentation, students cannot vote for their own category.** The designated “leader” of the SMP will then incorporate the class comments to the presentation and submit the summary sheet to each group member, which will account for the final 20% of that grade to each individual “SMP”.
- Final paper will be a memorandum that creates an “outside the box” plan for the company to improve their sales and **argues for and against that plan.** The memorandum will be delivered to the appropriate company representative. Topics need to be submitted midway through the course to assure that appropriate company representative is identified for presentation. You will be required to conduct interviews (via phone or email) with either academic or industry leaders not connected to your company target, in addition to your research using scholarly papers and new articles. The memorandum should include footnotes or a references cited page (10-12 pages double spaced)

## **GRADING CRITERIA**

- 20% Class Participation
- 20% Essay
- 30% SMP
- 30% Final Paper

## **COURSE SCHEDULE**

**Lecture 1- Monday August 29<sup>th</sup>-Course Overview-Reading requirements, social media requirements, television requirements, grading, writing (Dr Chris Strathman) , assistance, notifications..**

**COMMENCE BOOK READING ASSIGNMENTS -Phil Schaaf, 100 Years of Sports Business, Prometheus Books, 2004, Weekly- Sports Business Journal ([www.sportsbusinessjournal.com](http://www.sportsbusinessjournal.com)) Daily- Sports Media Watch ([www.sportsmediawatch.net](http://www.sportsmediawatch.net)) Google Alerts in Sports Business, Sports Television, Sports Products, Sports Consumer, Sports Advertising, Sports Social Media, Sports Media Business and Sports Advertising**

**Lecture 2- Wednesday August 31<sup>th</sup>-Defining Sports Business-** Defining the five pillars of the course- content, television, social media, advertising, marketing and consumer products account for the bulk of sports business and how the marketing of these five areas works to fuel the continual growth. Overview of where sports business stands today in America and where it is going, as it relates to its position on the overall economic picture..break down of dollars in top twenty sports, media and social network impact, position in the advertising market, relationship to the entertainment industry and percentage of consumer spending compared to other industries

**Monday September 5-Labor Day, no class**

**Lecture 3-Wednesday September 7<sup>th</sup>-How to write-Dr Christopher Strathman**

**Lecture 4-Monday September 12<sup>th</sup>-Content is King-**When it comes to sports, more is not less, it is more. Not only are there more leagues and teams, but there has never been more hours of television devoted to their coverage. With the of leisure time and leisure dollars, sports fantasy leagues have catapulted into a league of their own. Add to this fitness participation at an all time high (as Americans get older, they are actually spending more of their time trying to get fit and stay active

**Guest Lecturer Via Skype-Carlos Silva, Managing Director/Executive in Residence, Park Lane, former President & COO Universal Sports, former SVP of AOL Sports and News**

**Lecture 5-Wednesday September 14<sup>th</sup>-New Content** -ESPN began the trend with the Summer and Winter X Games, created so that they could own the property and all the ancillary income streams that comes with that ownership..Some of the Winter Games events were so popular that the International Olympic Committee incorporated some of these events as part of their official Olympic events, creating more television hours and attracting the young audience that participates in events like “Ski Cross” and “Snowboarding”.. New sports (Ultimate Fighting Championships) , outdoor lacrosse and indoor poker (Yes, a sport) continue to expand the content bucket with no end in sight. A look ahead of some of the “next” sports content coming around the corner-from rugby to jousting...

Poker.. <http://www.businesswire.com/news/home/20110804005560/en/Global-Poker-Community-Resource-EpicPoker.com>

**Lecture 6-Monday September 19<sup>th</sup>-Sports Betting and Sports Fantasy Leagues**-Two of the biggest growth industries in the last decade for sports content..With the expansion of casinos and racetrack casinos, sports betting is at an all time for revenues..the battle between the Federal Government and off shore betting..sports television poker has become a major force..Fantasy Leagues involves nothing but the fans and why sponsors, leagues and advertisers are looking to be involved and exploit..How the leagues try and distance themselves from sports betting and why there are no professional teams of the major sports in Las Vegas..at the moment..will the NHL be the first..the bad experience of the NBA All Star Game in Las Vegas in 2009..

[http://www.pbs.org/nbr/site/onair/transcripts/business\\_of\\_sports\\_fantasy\\_110815/](http://www.pbs.org/nbr/site/onair/transcripts/business_of_sports_fantasy_110815/)

**Lecture 7-Wednesday September 21<sup>st</sup>- Impact of Sports in Television**-Analysis of ratings, number of programming hours and comparison to the rest of the industry, why consumers watch sports, sports television production and presentation..How many hours of actual sports coverage versus the pre promotion leading to the event and the post event analysis..How constant promotion and discussion fuels the viewer anticipation and how television production strives to give the viewer in an inside view...Additional Reading-

Regional Sports Networks Made Money for Teams..

<http://www.nytimes.com/2011/08/20/sports/regional-sports-networks-show-teams-the-money.html>

Roger Goddell and NFL TV contracts.. <http://www.winnipegfreepress.com/sports/football/for-nfl-growth-can-come-from-future-tv-contracts-129181548.html>

Ratings...TVbythenumbers.com

**Guest Lecturer Via Skype-John Kosner, VP Content, ESPN**

**COMMENCE BOOK READING ASSIGNMENT-Anthony F Smith, ESPN The Company:The Story and Lessons Behind the Most Fanatical Brand in Sports**

**Lecture 8-Monday September 26<sup>th</sup>-Why We Watch**-An analysis of the anticipatory build up, that stokes our interest by the time we watch the game..during the week in the fall, there are

three times as many hours devoted to talking about the games to be televised on Sunday than the actual hours of the game..use of production techniques in game coverage designed..**FIRST ESSAY DUE COVERING ONE OF FIVE AREAS OF SPORTS BUSINESS**

**Lecture 9- Wednesday September 28<sup>th</sup>-Social and Digital Media** -The importance of engaging the fans through sports to reach them directly. to spend on consumer brands. Why the fan/consumer is actually more important than the sports participants. Case Study..Phillips Van Heusen Fans Choice program (fanschoice.com). Budweiser and Bud Light is offering \$10 million to any fan who can pick the entire first round of the 2011 NFL Draft. Letting the fans vote for the NBA All Star Team and the Pro Bowl..Which campaigns have worked, which have not..

Top Ten Social Media Networks...can there be a dedicated sports media network?

<http://www.business2community.com/social-media/what-are-the-10-top-social-networks-for-marketing-052833>

**Lecture 10-Monday October 3<sup>rd</sup>-Dr Chris Strathman Review of Essays, Improvements Going Forward**

**Lecture 11-Wednesday October 5<sup>th</sup> -Put the Content on Everywhere-** Taking television coverage and putting on smartphones, I Pad and next-Google and You Tube..Even though it is the same sports television show, as long as it is available on as many platforms as possible, the consumer will watch it, either moving from one platform to the next (Start watching the game at home, then leave home and watch it on your smartphone and end up at a bar watching the end) or again and again (Greatest plays on You Tube)

**Guest Lecturer Patrick Venderly, TGI Marketing**

**Lecture 12-Monday October 10<sup>th</sup> -Sports Advertising-**A look at the how America's biggest corporations use sports to sell their products and enhance their image-The Super Bowl can make or break a companies whole year-Viewing the best and worst Super Bowl commercials..analysis of the dollars spent vs return of investment..the danger of using spokespersons (ie Tiger Woods) vs using leagues and teams for image building..finding and creating the right fit.

**JCP Ads Insult**

<http://blisstree.com/live/sex/jc-penneys-phoebe-cates-ad-insults-our-bodies-127/>

**The more screens the better**

<http://mediadecoder.blogs.nytimes.com/2011/09/28/for-advertising-study-says-more-screens-are-better/>

**UPS Scores Big in College Football-**

[http://avstop.com/news\\_september\\_2011/ups\\_scores\\_big\\_with\\_historic\\_college\\_sports\\_marketing\\_deals.htm](http://avstop.com/news_september_2011/ups_scores_big_with_historic_college_sports_marketing_deals.htm)

**Lecture 13-Wednesday October 12<sup>th</sup> -Dr Chris Strathman-Getting ready to write your SMP**

**Lecture 14-Monday October 17<sup>th</sup>-Sports Advertising II-A look at two advertising campaigns- Sports Network Image Campaigns-ESPN This is SportsCenter, Consumer Products- Underarmour vs Nike...**

**NO CLASS..LECTURE WILL BE WRITTEN OUT AND SENT BY EMAIL**

**Lecture 15-Wednesday October 19<sup>th</sup>-Consumer Products-The use of marks and logos on products..Breakdown of which product lines are the most successful and those that have failed..How Nike defeated Reebok and Adidas without the benefit of an NFL merchandise deal..How Underarmour carved out a niche market of “performance” merchandise while the market leaders weren’t looking..Future products to enhance performance and monitor performance..**

**Guest Lecture VP Skype-John Gumas, President Gumas Advertising,**  
<http://www.gumas.com/>

**COMMENCE BOOK READING ASSIGNMENT-SPORTS MARKETING, 3<sup>rd</sup> Edition, MULLIN, HARDY and SUTTON-Online Google Books**

**FALL BREAK OCTOBER 24-25<sup>th</sup> NO CLASS MONDAY OCTOBER 24<sup>th</sup>**

**MID TERM GRADES MONDAY OCTOBER 24<sup>th</sup>**

**Lecture 16-Wednesday October 26<sup>th</sup> –Group leader presentation of Social Media Platform-Writing Review Dr Christopher Strathman**

**Lecture 17-Monday October 31<sup>st</sup> ..**

**SMP PLATFORM PAPER/WEBSITE....DUE**

**GUEST LECTURER, SPECIAL TIME- 145pm-John Walsh Managing Editor ESPN, Live in Classroom..The transition in modern media and what the new media and shifting traditional media is doing to practices process and values as well as audience behavior.**

**Lecture 18-Wednesday November 2<sup>nd</sup> – Sports Marketing II- Steeler Nation, Red Sox Nation and how those teams have parlayed this fan passion into multiple selling platforms in merchandise. What happens when an image goes bad, the NFL and the Dallas Super Bowl seat fiasco.. -Creating the perception and selling it to fans and advertising-Case Study, the NHL’s Winter Classic...How the NHL copied the success of college hockey playing a game outdoors and what steps they took to make it bigger..National television, playing the game in major markets (Chicago, Boston) , in iconic baseball parks (Fenway and Wrigley Field) and emphasizing the nostalgia of playing outdoors, paralleling the experience of all those fans who have played hockey..**

Maryland Goes for Non Profit Sports Marketing-<http://thedailyrecord.com/2011/08/04/editorial-nonprofit-sports-marketing/>

**Guest Lecturer Via Skype-Claude Ruibal Global Head of Sports Content, Google/YouTube**

**COMMENCE READING ASSIGNMENT-SPORTS, JOBS AND TAXES:THE ECONOMIC IMPACT OF SPORTS TEAMS AND STADIUMS-Roger Noll and Andrew Zimbalist, Google Books**

**Lecture 19-Monday November 7th-SPORTS TELEVISION-Career path and how NBC GOT THE RIGHTS TO THE NEXT FOUR OLYMPICS, WHAT WAS PRESENTED TO THE IOC IN LAUSANNE**

**Molly Solomon-Senior Coordinating Producer NBC Sports Olympics**

**Lecture 20-Wednesday November 9th-Sports Television** –The cost of a television production and setup of a television production...How do networks bid on sports properties?...the best deal ever in sports television history, NBC's Sunday Night Football..the "Flex" schedule....<http://www.nfl.com/schedules/tv/flexible>..Recent bids for the World Cup and Ultimate Fighting Championships..What's next...ESPN signs 10 years with NFL, but neither CBS, FOX or CBS yet to sign...Major League Baseball up in two years...The effect on the NBA lockout on TNT vs ESPN vs ABC..What will they program instead..The NHL's ten year \$2 billion deal with NBC/Comcast..Why did it happen...Why deals are longer and longer vs earlier 3-4 year cycles...NASCAR deal, where does it rank...Lacrosse signs deal with CBS Sports Cable...

**Lecture 21-Monday November 14th-Sports Economics I-** A breakdown of the income and costs of professional leagues and teams..Where and how do sports owners make money? Asset valuation vs depreciation.. The use of sports franchise to enhance other businesses. Private real estate development around publicly financed stadiums. Stadium deal that remain profitable (Baltimore Ravens Stadium) vs those that do not (Meadowlands complex) ..How the leagues make money for the teams and which leagues have the best models to accomplish this..The two biggest sports properties in the United States-ESPN, how did they do it, the NFL-Year Round Calendar..

**Guest lecturer via Skype Andrew Zimbalist..**

**COMMENCE READING ASSIGNMENT-The Elusive Fan:Reinventing Sports in a Crowded Marketing Place-Rein, Kotler and Shields, McGraw Hill 2006**

**Lecture 22-Wednesday November 16th -The Sports Consumer-**Ten years ago, one of every ten football fans were women..today, it is four. An analysis of who watches, participates and buys their sports and where the trends are leaning to..The insatiable appetite that is seemingly unrelenting..Understanding the psychology of the sports consumer-wants to win and be part of a winner, wants identification with a team and/or player and wants to participate in a sport/recreational activity... fueling that desire with marketing campaigns that combine both..

**Lecture 23-Monday November 21<sup>st</sup> -The Sports Consumer II-**Reaching the consumer-Van Heusen Pro Football Hall of Fame “Fans Choice Program” and Camp Bud Light will create a football like experience for fans to participate in at 102 cities, but also offer an on line version of that experience, and fans can compete for points to win a free trip at the Pro Bowl, Super Bowl and Pro Football Hall of Fame Enshrinement Week

**GUEST LECTURERS VIA SKYPE-Darren Rovell, CNBC/Versus-Host of “SPORTS BUSINESS TALK” Every Friday night on Versus from 7-9pm-2pm-230-23pm..WHY DOES SPORTS BUSINESS CONTINUE TO GROW IN THE FACE OF THE RECESION ..AND WILL IT CONTINUE TO DO SO?**

**Lecture 24-Wednesday November 23<sup>rd</sup> – Sports Videos and Fitness** ..Sports video games, how John Madden created a product that is the key reason why professional football is the biggest sports business in the United States..the future of on line games,..Fitness equipment today and the high tech advances design to make your workout more effectively and charge you more for it...What sells in the fitness business..From Jane Fonda to Billy Banks “Tai Boi” to the success of P90X, the search for the elixir of recaptured youth has fueled a recreational sports business that accounts for 20% of the total sports business economy

**THANKSGIVING BREAK NOVEMBER 24/25**

**Lecture 25-Monday November 28<sup>th</sup> - Sports Labor-An examination of the NFL Lockout Negotiations and the NBA Negotiations..COMMENCE FINAL READING ASSIGNMENT- Brand NFL; Making and Selling America’s Favorite Sport, Michael Oriard, Caravan Books 2010**

**Lecture 26-Wednesday November 30<sup>th</sup>-Dr Chris Strathman-How to write a memo-The final paper**

**Lecture 27-Monday December 5<sup>th</sup> -Sports Business Crystal Ball..**A look into the future..How will the NFL quadruple revenues in 20 years.. A look back at the growth patterns the last twenty years in sports business, where the most growth came from, and can this be sustained and where some of the new growth might come from..the need to reach new markets..the NFL’s failed attempt in Europe, the NHL’s attempt in Russia, the NBA’s China and India foray and MLB’s failure to hold onto baseball as an Olympic sport..Sports business is permeates our lives and takes up more and more of our leisure time without any foreseeable decline in the future

**Lecture 26-Wednesday December 7th-Sports Crystal Ball II- Guest Lecturers- CBS Sports Lead Announcer CBS Sports Jim Nantz,..SUBMIT FINAL PAPER**