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2014 The Business of Sports

COURSE DESCRIPTION

The Business of Sports

Course Description - The Business of Sports -Television Production and Programming, Content,Sponsorship/Advertising/Marketing, Consumer Products, Social Digital Media

COURSE SCHEDULE

TUESDAY AND THURSDAY 2:45-4 PM PETER B LEWIS 123

PROFESSOR GEORGE VERAS

Contact: george.veras@profootballhof.com (DO NOT USE CASE EMAIL)

Website-verastv.com

CELL PHONE-216-244-1286

WRITING INSTRUCTOR DR MALCAH EFFRON

Contact:malcah.effron@case, Her office hours are by appointment in Guilford 405, so she can accommodate your schedule. She can also be reached through the Writing Resource Center at <http://wrc.case.edu>

OVERVIEW

The sports industry is experiencing rapid growth and is expected to become one of the nation's top 25 industries by 2030. (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>)

Students will be graded on a five page paper, midterm website creation, class participation (including 3 five minute oral presentations) and a final paper. All the above will be used to improve writing skills. Students must have a prior understanding of the structure of at least one professional or amateur sports league or organizations

In addition to the exchanges with Professor Veras, there will be guest lecturers, both in class and via Skype, with nationally recognized experts and representatives. There will also be lecturers from the Writing Instructor specific to writing and oratorical skill building. 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.

GRADING

Students will be graded from two written papers, creating a sports website, the SOCIAL MEDIA PLATFORM-SMP (either by design or a written descriptive), class participation and six written one pagers (SHORT WRITING ASSIGNMENTS-SWA) from assigned articles from Professor Veras. Returned papers will be discussed in class to help improve verbal skills which will help writing.

There will be guest lecturers, nationally recognized leading experts and representatives in the Sports Business arena, who will lecture in class or via Skype. Below is the list of proposed guest lecturers. Four books, weekly web sites and google alerts, and articles sent to students by Professor Veras throughout the semester are required reading

BOOKS , ASSIGNED ARTICLES AND GUEST LECTURERS

THE BUSINESS OF SPORTS 2nd EDITION 2010 Scott Rosner

THE ULTIMATE GUIDE TO SPORTS MARKETING-By Stedman Graham, Joe Jeff Goldblatt, Lisa Delpy Neirotti, Online Google Books

Sports Production-Google Book

<http://books.google.com/books?id=rJ84WyD48TUC&pg=PP27&lpg=PP27&dq=sports+production+studios&source=bl&ots=mlxBpj14du&sig=5DZ14V3EEa5TD7VzLnVwJzO7ff4&hl=en&sa=X&ei=zGZIUtGYE6Kb2wXqvIHICw&ved=0CF0Q6AEwBQ#v=onepage&q=sports%20production%20studios&f=false>

SPORTS TELEVISION by Dennis Denninger-See Professor Veras PDF

ARTICLES- Weekly web sites and google alerts, and articles sent to students by Professor Veras throughout the semester are required reading

Sports Business Journal (www.sportsbusinessjournal.com) ID verastv@aol.com P-alexan

Sports Media Watch (www.sportsmediawatch.net)

Google Alerts in Sports Business, Sports Television, Sports Consumer Products, Sports Advertising, Sports Social Media, Sports Media Business, Sports Sponsorships and Sports Marketing-NOTE PROFESSOR VERAS RECEIVES SAME ALERTS AND READS ARTICLES

PROPOSED GUEST LECTURERS

There will be 5-8 guest lecturers of nationally recognized leading experts and representatives in the Sports Business field

Pro Football Hall of Fame President/Executive Director David Baker
COO National Hockey League John Collins
CBS Announcer Carter Blackburn
Fox Announcer Kenny Albert
NBC Host/Reporter Jimmy Roberts
Sports Agent-JB Bernstein or Jamie Fritz
Dave Donovan President DKC Sports
Ann Marie Roe President BaAM Sports Events
Renie Anderson, VP Sponsorships National Football League
Lance Barrow, NFL and Golf Lead Producer CBS Sports
George Foster Stanford-Author-The Business of Sports
Dennis Denninger Syracuse University Author Sports Television

ADJUNCT PROFESSOR GEORGE VERAS

Adjunct Professor George Veras has taught this course the last three Fall semesters. Currently 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), a 10-time Emmy Award television producer, who has been in the Sports Business field for 30 years in worldwide television production, marketing, management, and event production. Professor Veras is available at verastv@aol.com and 216-244-1286. Students may schedule out of class appointments with Professor Veras or Dr. Pederetti for additional assistance or questions.

WRITING INSTRUCTOR- DR MALCAH EFFRON

Malcah Effron is a Lecturer in the Department of English, where she teaches courses in the SAGES program on detective fiction, the history of evidence, and representations of science on television. She holds a Ph.D. from the School of English Literature, Language & Linguistics at Newcastle University, England, and her main areas of research include twentieth-century literature, narrative theory, detective fiction, and the borders of reality and fictionality. She can be reached at malcah.effron@case, and her office hours are by appointment in Guilford 405, so she can accommodate your schedule. She can also be reached through the Writing Resource Center at <http://wrc.case.edu>

COURSE ASSIGNMENTS/STUDENT DELIVERABLES

FIRST ESSAY-DUE SEPT 23RD MIDNIGHT-Write an essay focused ONE of the five major sports business PILLARS OF SPORTS BUSINESS covered in the course-. Television Production and Programming, Content, Sponsorship/Advertising/Marketing, Consumer Products, Social Digital Media

Essay Focus:

1-Choose ONE PILLAR and describe how it helps generate business by a sports team or league or organization

2-Describe the importance and impact of this PILLAR on the overall Sports Business field

3-Identify new areas of growth and development for this PILLAR

Minimum six footnoted references using references from first text book assignment and GOOGLE ALERT article to find articles that support your premise (Minimum 6 references) (3-4 pages double spaced font type Arial 12)

SOCIAL MEDIA PLATFORM (SMP) Website Assignment Due OCTOBER 21st by 6PM

The purpose of this assignment is for you to begin applying the concepts we have been discussing by developing a plan for a new Social Media Platform (SMP) that will advance and increase sports business in any of the given five “pillar” industries, with the primary goal being to better connect to the sports consumer. You will create a new (real or mock-up) website design to demonstrate your concept, and you will write a four-page (double-spaced, 12-point Arial, approximately 1200 words) paper that explains the purpose of your site and justifies the decisions you have made in its organization, layout, and design, with reference to the concepts we have been exploring in the course.

Part I. SMP Website

You may design a “real” website using a web page design tool like Adobe Dreamweaver, or a mock-up of your website using a print production tool like Microsoft PowerPoint or Adobe Illustrator (all available via the Software Center at <https://softwarecenter.case.edu/index.php>) — or any comparable tool that you feel comfortable with. Your website must include at least **10** pages, starting with a homepage and arranged hierarchically. If you so choose, your site may include metacommentary on its use, e.g. call-out bubbles or arrows that explain how the user would interact with the site, but which are not themselves part of the site.

Some relevant criteria to demonstrate in designing your SMP site:

- *Main Idea.* What's your idea for a new Social Media Platform? How does your website present that idea, and how does its design highlight the elements of the idea that you think are important?
- *Content.* What content categories does your site offer? How do you fill out your main idea with relevant sub-headings?
- *Social Media.* How is your site "social"? How does it forge connections between users, or between businesses and consumers?
- *Revenue.* How will your site make money, if at all? What revenue streams does it tap into, and where are its potential growth areas?
- *Clarity and Organization.* Is your site designed so that users can navigate it easily and intuitively? Is the overall hierarchical organization of the site (i.e., homepage to subpages, and subpages to sub-sub-pages) appropriate for your idea?
- *"Wow Factor."* Does your site pop? What makes it special? How does it catch and hold the user's attention?

Part II. Justification

You will include with your SMP site a 3-page paper explaining the decisions you have made in its construction. This should be written as a polished essay, but will necessarily require a looser organization than the straightforward argumentative essay style we have already seen. Your essay should explain the market position of your SMP: how is it tapping into the growth areas of the relevant "pillar" industry? What is the need for your SMP? What occupies that market space now, and why is it susceptible to an emerging platform like yours? In addressing these questions, you should include evidence and citations (Chicago Style) to course readings, lectures, discussions, and other materials. If you need to do research to make your case, go right ahead; quote and cite appropriately. The second portion of your essay should address the choices you have made in the design and organization of your site: how does the design relate to the content? How is the site designed to maximize user involvement? How does the design reinforce the ideas behind your site and its market position/justification?

Submit via email the **two** documents that comprise this assignment (the website and the essay) together to Professor Veras by **11:59 p.m. on Tuesday, October 29.**

FINAL RESEARCH PAPER DUE WEDNESDAY DECEMBER 10TH BY MIDNIGHT- The final

assignment will be a 10-12 research paper."that creates an "outside the box plan to improve its sales and which **argues both for and against that plan**, using the lessons learn from the course of the five sports pillars to support your plan. Write the plan as if you were trying to convince the CEO of the sports organization, league or company to adopt your approach so that they will improve their business. Topics need to be submitted by November 15th.. **The research paper should include at least 12 footnotes from all readings and/or class lectures (10-12 pages double spaced font style Arial 12**

CLASS PARTICIPATION-20% of FINAL GRADE--50% of this grade will be based on attendance, class participation showing a knowledge of having read assignments (book, web articles) and participating in discussion with contributions, not just asking questions.The remaining 50% of the Class Participation Grade will be from the Short Writing Assignments. (SWA)

SHORT WRITING ASSIGNMENTS-SWA

Over the course of the term, you will write five 1-page (single-spaced) responses to the short journalistic articles listed below. Your goal is both a) to summarize the article; and b) to offer a persuasive critique of one or more of the positions, viewpoints, or arguments advanced in it. Each portion of the assignment could take as little as a paragraph, but you should divide paragraphs based on coherent concepts, not the demands of the assignment. Each portion requires a different, highly nuanced approach

a) Article Summary

- Distill the article down to its key conceptual problem, controlling idea, or main argument. The particulars of a given situation are less important than the concepts that are at stake in it, so your emphasis should be on those concepts and how the author articulates them.
- What reasons does the author give to support each side of the debate and/or his/her argument? What evidence does he/she point to in order to support those reasons?
- Frame your summary not as a re-narration of the events described in the article, but as an engagement with a text. Place agency on the author of the piece or on the text itself, and keep in view that you are writing about someone else's writing.

b) Critique

- **Identify the assumptions — often unspoken — that lie behind one or more of the viewpoints articulated in the article. What general principles, maxims, values, etc., does a particular actor (author or “character”) in the article seem to be operating on? What evidence from the text allows you infer those assumptions?**
- **Once you can bring an assumption into view, it becomes much easier to see how it is not irrefutable. What counterarguments can you offer to that assumption? What reasons and evidence — drawn either from the article or from your general knowledge — can you offer to support your counterargument?**
- **Place the assumption and counterargument into dialogue. Does thinking about the relationship between them suggest a synthesis, a third position that takes account of both? How would the original actor respond to your counterargument?**
- **Avoid “personal opinion”; you are trying to persuade your reader, which involves offering publicly intelligible reasons that allow someone to see your perspective. (An opinion does not demand the reader’s assent.)**
- **Avoid absolutist claims. Even when you disagree with someone, you typically do not disagree with everything they said or did. Usually, our critiques are more nuanced and particular than this, so be mindful of articulating the exact points of disagreement, even as they are situated within a host of claims that you agree with. Being circumspect and hospitable in this way is a sign of a sophisticated academic voice.**

GRADING CRITERIA

- 20% Essay-
- 20% SMP-
- 40% Final Paper-
- **20% Class Participation-10% in class, 10% Short Writing Assignment (WSA)**

Midterm Grade is based on the first essay, SMP and Class Participation. It is only an indication of where you stand in the course

IF YOU TURN IN A PAPER LATE, ONE HALF of A GRADE FOR EVERY 24 HOURS BEYOND THE DEADLINE WILL BE DEDUCTED.

CLASS 1 Tuesday August 26th

Course Overview-Reading requirements, social media requirements, television requirements, grading, writing (SAGES WRITING INSTRUCTOR DR MALCAH EFFRON) , assistance, notifications.

https://www.dropbox.com/s/ixxwa8jgoqlp98i/PFHOF2014_MissionStatement_FINALREVIEW_3-21-14-H.264_LRG.mov

**COMMENCE BOOK READING ASSIGNMENTS - THE BUSINESS OF SPORTS 2nd EDITION
2010 Scott Rosner**

<http://www.plunkettresearch.com/sports-recreation-leisure-market-research/industry-and-business-data>

CLASS 2-Thursday August 28TH-TELEVISION IS KING

Defining Sports Business I- The Pyramid of Sports Business, the five pillars Television, Content, Sponsorship/Advertising/Marketing, Consumer Products, Social Digital Media. Overview of where sports business stands in today's economic landscape. Breakdown of dollars, growth and impact, The position in the advertising market, relationship to the entertainment industry and percentage of consumer spending compared to other industries.

First the King of the Hill- Television-Without it highly doubtful that you can generate enough income and exposure to succeed as a Sports Business

EVERYWHERE SPORTS PROFIT NETWORK (ESPN)

<http://www.businessweek.com/articles/2012-08-30/espn-everywhere-sports-profit-network>

COLLEGE FOOTBALL'S BIGGEST PLAYER ? ESPN

<http://www.nytimes.com/2013/08/25/sports/ncaaf/college-football/college-footballs-most-dominant-player-its-espn.html?pagewanted=all>

MONDAY SEPTEMBER 1ST -LABOR DAY, NO CLASS

CLASS 3 TUESDAY SEPTEMBER 2ND -CONTENT IS THE QUEEN

CONTENT-Those who create and own sports events become the "content providers" The traditional "bulk" content providers of professional and college football, professional and college basketball, professional hockey and major league baseball dominated content until the early 1990's.

ASSIGN FIRST SHORT WRITING ASSIGNMENT (SWA) –COURT RULES IN FAVOR OF COLLEGE ATHLETES TO RECEIVE PAYMENTS FOR USE OF LIKENESS-DUE MONDAY SEPTEMBER 8TH 6PM

CLASS 4 THURSDAY SEPT 4TH-THE PRINCES OF SPORTS BUSINESS

Defining the “Three other pillars” of Sports Business Social Digital Media, Sponsorship/Advertising/Marketing and, Consumer Products

SOCIAL DIGITAL MEDIA HISTORY

Sports has been an early proponent of using social digital media to fuel the fans appetite for information about their teams, their players, and now the entire sports community from fans to announcers to groundskeepers

SPONSORSHIPS/ADVERTISING/MARKETING

Marketing delivers the “message” so that advertisers are attracted to the product and sponsorships can be sold to the those advertisers who are now convinced that the marketing campaign will convince consumers to watch the content on which their products are being displayed

CONSUMER PRODUCTS<MECHANDISE<LICENSING

Of the \$441 Billion in the Sports Business Industry, merchandise and licensing accounts for \$71.8 billion. It is not just the selling of product, but selling the marks and logos of sports leagues to place on other products not necessarily related to athletic apparel and sports equipment (across all consumer products)

MONDAY SEPTEMBER 8TH FIRST SWA DUE 6PM

CLASS 5 TUESDAY SEPTEMBER 9TH-

DISCUSSION OF FIRST SHORT WRITING ASSIGNMENT AND/OR THE CONTINUATION OF THE “PRINCES OF SPORTS BUSINESS”

CLASS 6 THURSDAY SEPTEMBER 11TH-IMPACT OF SPORTS TELEVISION

SEPTEMBER 11th 2001 THE NFL’S GREATEST DAY IN ITS HISTORY

<http://mmqb.si.com/2014/07/15/nfl-history-in-95-objects-paul-tagliabue-911/>

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

COMMENCE BOOK READING ASSIGNMENT-SPORTS TELEVISION BY DENNIS DENNINGER Professor Veras will email PDF

SEND IN TO PROFESSORS VERAS AND EFFRON WHICH OF THE FIVE PILLARS OF SPORTS BUSINESS AND WHY YOU CHOOSE THIS PILLAR FOR YOUR FIRST ESSAY BY 6PM THURSDAY SEPT 11th BY 6PM

**CLASS 7 TUESDAY SEPTEMBER 16TH-SKYPE GUEST LECTURER 1-DENNIS DENNINGER
NEW TRENDS IN SPORTS TELEVISION DISTRIBUTION**

**CLASS 8 THURSDAY SEPTEMBER 18TH-WHY WE WATCH SO MUCH SPORTS
TELEVISION**

Why We Watch Sports Television More and More -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. A look at how sports talk radio fuels the frenzy to watch the event on television.

<http://m.sportsbusinessdaily.com/Journal/Issues/2012/02/13/In-Depth/Lead.aspx>

http://www.pbs.org/nbr/site/onair/transcripts/business_of_sports_fantasy_110815/

CLASS 9 TUESDAY SEPTEMBER 23RD-SPORTS TV RIGHTS “OUT OF CONTROL” BUT WHY ?

Sports Television Rights-This is where the money comes from. The NFL just renewed its television contracts for the next ten years, doubling their annual revenue from \$3 billion a year to \$6.5 billion a year. The overall television market sells \$15 billion a year, so the NFL accounts for 25% of the television revenue that is in the marketplace. What does this mean to other sports leagues that have less of the money in the pie to get. Is this a case where the NFL is the only rich man on the block?

TURN IN BY MIDNIGHT the First Essay Assignment-The Five Pillars of Sports Business

ASSIGN SECOND SWA-Steve Ballmer buys the LA Clippers for \$2 billion

<http://www.forbes.com/sites/maurybrown/2014/08/12/2-billion-sale-of-los-angeles-clippers-to-steve-ballmer-now-official/>

COMMENCE READING Sports Production-Google Book

<http://books.google.com/books?id=rJ84WyD48TUC&pg=PP27&lpg=PP27&dq=sports+production+studios&source=bl&ots=mlxBpj14du&sig=5DZ14V3EEa5TD7VzLnVwJzO7ff4&hl=en&sa=>

[X&ei=zGZIUtGYE6Kb2wXqvIHICw&ved=0CF006AEwBO#v=onepage&q=sports%20production%20studios&f=false](https://www.youtube.com/watch?v=onepage&q=sports%20production%20studios&f=false)

CLASS 10 THURSDAY SEPTEMBER 25TH –INSIDE TV PRODUCTION

Sports Television Production-Not only do the networks, sponsors and advertisers pay the sports leagues rights fees, they also pay for the cost of production. What does it cost to produce an event and how is an event produced for sports television? A detailed look at a television setup at a stadium/arena and a studio to create the coverage you see and the cost involved to produce it. Update on the latest technology (3D, sound effects) and how it this has created the “at home theatre” viewing experience. Skills needed to enter the sports production field.

CLASS 11 TUESDAY SEPTEMBER 30TH-SPORTS AND THE WEB A PERFECT MARRIAGE

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. ARE FAN VOTES GIMMICKS OR ACTUALLY MEANINGFUL TO THE FANS. Case Study-Seattle Sounders ask fans to approve/disapprove the General Manager Case Study Is It Meaningful to let the fans have one vote for the Heisman Winner Case Study- The NBA lets fans pick the NBA All Star Team-Problems that have ensued Case Study Rock and Roll Hall of fans let vote .

CLASS 12 THURSDAY OCTOBER 2nd SKYPE GUEST LECTURER 2 KENNY ALBERT FOX SPORTS

TURN IN SECOND SWA BY 6PM OCTOBER 2ND

CLASS 13 TUESDAY OCTOBER 7TH-DISCUSSION OF 2ND SWA

SMP TOPICS CHOICES AND WHY TO BE TURNED IN BY 6PM TO PROFESSORS VERAS AND EFFRON

CLASS 14 THURSDAY OCTOBER 9TH-DISCUSSION OF SOCIAL MEDIA PLATFORM (SMP) PREPARATION WITH PROFESSOR EFFRON

CLASS 15 TUESDAY OCTOBER 14TH SOCIAL MEDIA DOUBLE EDGED SWORD

SOCIAL MEDIA- Social Media Twitter, Podcasts, Tout And Blogs-Why do we Twitter? Is It Good for Sports Social Media? The Good, the Bad and the Ugly of Twitter. Players get in trouble with Twitter. Top Ten NFL Bad Twitters Blocking Fans Twitter KC Chiefs. How Do You Make Money on Twitter Discussion of Podcasts, Tout and Blogs, their impact. Has Twitter eclipsed all of them?

Put the Content on Everywhere in the Social Digital - Taking television coverage and putting on smartphones, I Pad and next-Google and You Tube. See web traffic growth pattern from phones and I-Pad on Pro Football Hall of Fame website. 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

COMMENCE BOOK READING ASSIGNMENT- THE ULTIMATE GUIDE TO SPORTS MARKETING-By Stedman Graham, Joe Jeff Goldblatt, Lisa Delpy Neirotti, Online Google Books

CLASS 16 THURSDAY OCTOBER 16TH SKYPE GUEST LECTURER 3 JB BERNSTEIN AGENT

FALL BREAK MONDAY -TUESDAY OCT 20-21 NO CLASS TUESDAY OCT 22ND

SMP DUE BY TUESDAY OCTOBER 21ST BY 6PM

CLASS 17 THURSDAY OCTOBER 23RD REVIEW OF SMP BY DR MALCAH EFFRON

ASSIGNMENT OF 3RD SWA DUE THURSDAY OCTOBER 30TH 6PM

CLASS 18 TUESDAY OCTOBER 28TH-HOW DO YOU GET YOUR MESSAGE OUT IN THE MARKETPLACE?

Sports Advertising/Marketing-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.

THE OTHER OLYMPIC STORIES-HOW ADVERTISERS TRY AND MEASURE THEIR SUCCESS

CLASS 19 THURSDAY OCTOBER 30TH

SKYPE GUEST LECTURER 4 ANN MARIE ROE PRESIDENT BAAM SPORTS EVENTS ORGANIZERS

SWA 3 DUE BY 6PM

CLASS 20 TUESDAY NOVEMBER 4TH THE BEST ADVERTISING CAMPAIGNS

Sports Advertising/Marketing II-A look at three advertising campaigns-Sports Network Image Campaigns-ESPN This is SportsCenter, Consumer Products-Underarmour vs Nike, NBC Sports Cable

Does it Matter if Your Mascot is a Native American?-

<https://blogs.emory.edu/sportsmarketing/2013/05/07/an-%E2%80%9Cimperfect%E2%80%9D-analysis-of-the-economics-of-native-american-mascots-much-ado-about-nothing/>

CLASS 21 THURSDAY NOVEMBER 6TH DISCUSSION OF SWA 4 WITH PROFESSOR MALCAH EFFRON

Assign SWA 4

MID TERM GRADES DUE FRIDAY NOVEMBER 7TH

CLASS 22 TUESDAY NOVEMBER 11TH-THE BEST BRANDING IN THE BUSINESS

Sports Advertising/ Marketing III- 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/>

SUBMIT YOUR FINAL RESEARCH PAPER TOPIC TO PROFESSORS VERAS AND EFFRON

CLASS 23 THURSDAY NOVEMBER 13TH-YOU ARE WHAT YOU WEAR

Sports Merchandise-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..www.fanatics.com

SWA 4 DUE by 6PM

CLASS 24 TUESDAY NOVEMBER 18TH DISCUSSION OF FINAL RESEARCH PAPERS WITH PROFESSORS VERAS AND EFFRON

CLASS 25 THURSDAY NOVEMBER 20TH SKYPE GUEST LECTURER 5 DAVE DONOVAN DKC PR FIRM

CLASS 26 TUESDAY NOVEMBER 25TH FAN FEST A CASE STUDY EVENT CONTENT

ASSIGN SWA 5

NO CLASS THURSDAY NOVEMBER 27TH THANKSGIVING

MONDAY DECEMBER 1ST SWA 5 DUE 6PM

CLASS 27 TUESDAY DECEMBER 2TH DISCUSS SWA 5 DR EFFRON AND GO OVER FINAL RESEARCH PAPER PROGRESS

CLASS 28 THURSDAY DECEMBER 4TH SPORTS OWNERS WHO IS REALLY THE BOSS?

SPORTS FRANCHISE ECONOMICS

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 a 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..

SUBMIT FINAL PAPER by MIDNIGHT WEDNESDAY DECEMBER 10TH BONUS LECTURE

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