

# Marketing Capstone Project

## SPORTS & ENTERTAINMENT MARKETING

Students plan a  
For-Profit Event

*Let's Plan an Event!!!*

Critical Thinking  
Entrepreneur Activity

Google Slides that  
easily convert to  
Microsoft PowerPoint

**NO PREP!**  
**SAVES YOU TIME!**



BUSINESS EDUCATION WITH *Denise Leigh*

# Students Think Like Entrepreneurs!

- ✓ Students plan a **FOR-PROFIT EVENT** like a sporting event, school play, concert, movie premier, street carnival, talent show, comedy show, etc.
- ✓ Students use their critical thinking skills to act like an entrepreneur:
  - ❑ Pick a venue
  - ❑ Select foods for concessions stand
  - ❑ Complete a Marketing Plan
  - ❑ Complete a Marketing Mix
  - ❑ Demographics analysis – Target Market
  - ❑ How much will you spend?
  - ❑ Build your brand for the event
  - ❑ Unique Selling Position (USP)?
  - ❑ Pricing Strategy
  - ❑ Corporate Social Responsibility
  - ❑ SWOT Analysis
  - ❑ Social Media Promotion
  - ❑ Create Social Media Posts
  - ❑ Create a Billboard



**Use as a Final Assessment**





# Event Project

**Students use their critical thinking skills, creativity, and knowledge from your class to complete all the tasks listed**

- #1 Steps in the Marketing Plan
- #2 Marketing Mix
- #3 Target Market
- #4 Spending
- #5 Build your brand
- #6 USP
- #7 Pricing
- #8 Corporate Social Responsibility
- #9 SWOT Analysis
- #10 Promoting on Social Media
- #11 Social Media Posts Creation
- #12 Billboard

**Use in any Marketing, SEM, Entrepreneurship, and Intro to Business Class**



Students complete the steps in the Marketing Plan

#1

### Steps in the Marketing Plan

Define your product  
What product (or service) are you marketing?

Know your audience  
Who would be buying this product? What are their interests, gender and other demographics?

Consider your goals  
If your goal is to make money, the cost of the product must be low.

Decide your unique selling point  
What is unique about your product? How does it appeal to your target market?

Think about the influence of your company  
Is your company already established? Can you use existing marketing techniques?

What marketing technique will you use to reach your target market (or advertise) to this audience?

Complete the steps of the marketing plan for your event...

Define your event	
Who is your audience?	
What are your goals?	
What will be unique about your event?	
Why will people want to support you or your cause?	
How will you market? (advertise)	

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Students identify their target market using demographic descriptors

#3

### Who is your ideal event attendee? (customer/target market)

Use 4 demographic descriptors to describe them.

### Demographics

Demographic analysis is the study of the "things" that make us different or similar. Age, gender, income, occupation, education, and so forth, are all things that describe a group. Knowing the demographics of your customer is so important to make sure that you are targeting the right people when advertising and providing goods or services. You want to make sure that you are appealing to and reaching the right audience.

Other demographics can be focus groups such as:

- Coffee drinkers
- Pet owners
- Sports enthusiasts
- Stateboarders
- Snowboarders
- Parents of young children
- Parents of college aged students
- Chocolate lovers
- Collectors of toys
- Those who love gardening
- Hard rock lovers
- Classical music lovers
- Foodies
- Home lovers
- Health conscience people
- Musicians
- Christians

Choose a demographic descriptor and explain how it affects your target market's spending.

<b>Snob Effect</b>	the opposite of practical, purchasing products that are not necessary. Desire to buy something nobody else has; preference for buying increases with rarity or scarcity.
<b>Physiological</b>	This is the study of how people interact with their environment, products are consumed to enhance their well being, for example air fresheners, furniture and convection ovens.
<b>Practical</b>	Consumers purchase products because they need them to survive, such as shoes and medicine.
<b>Emotional</b>	purchase products based on feelings
<b>Bandwagon Effect</b>	Desire to buy something everybody else is buying; preference for buying increases with perceived popularity.
<b>Conspicuous Consumption</b>	Lavish spending for the purpose of displaying wealth or social status; preference for buying increases with price.
<b>Buy to satisfy a need</b>	Buying for a reason—because you need it.

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2 Sample Slides from this Marketing Capstone Project



# 17 Slides in this Capstone Project

**#1 Steps in the Marketing Plan**  
Define your product, know your audience, consider your goals, decide your unique selling points, choose your marketing mix, create your budget, and evaluate your results.

**#2 Complete a Marketing Mix for your event...**  
Product, Price, Place, Promotion. Includes a diagram of the Marketing Mix and a table for completion.

**#3 Demographics**  
Who is your ideal attendee? (customer target market). Use 4 demographic descriptors to describe them.

**#4 Event Project**  
Use your critical thinking skills, knowledge from your previous pages, to complete the project pages.

**#5 Build your brand for your event**  
What will be the name of your event? What will be the color scheme of your event? What will be the slogan or tagline for your event?

**#6 Unique Selling Proposition**  
A Unique Selling Proposition is the factor or element that makes your event different and special. What is the USP for your event?

**#7 Pricing Strategy**  
What pricing strategy will you use for admission to your event? Explain why you chose that pricing strategy. Includes a table of 14 pricing strategies.

**#8 Types of Environmental Responsibility**  
Social, Environmental, Philanthropic, Economic.

**#9 SWOT Analysis**  
What is it? A SWOT analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

**#10 Promoting on Social Media**  
Not all social media platforms may be appropriate or effective for your event promotion. Drag a checkmark next to the social media platforms that will be a good platform in which to promote your event.

**#11 Create Social Media Posts to Promote and Advertise your Event!**  
Be mindful of the brand fonts, colors, and tagline as described in prompt 5 of this project file.

**#12 Create a Billboard for your Event!**

**#13 Concessions**  
What type of food will you serve at your event? Pictures of 5-10 foods and beverages that you will sell as concessions or snacks.

**SEM Event Selection**  
Table with columns for Venue, Concessions, and Total.

**SEM Event Capstone Project - RUBRIC**  
Table with columns for Step, Points, and Total.

**Let's Plan an Event!!!**  
You are planning an event! Below is a list of events that you can plan... Your event must be for profit for this project.

- Football Game
- Basketball Game
- Hockey Game
- Swim Meet
- School Play
- Comedy Show
- Volleyball Game
- Musical Concert
- Golf Match
- Tennis Match
- Gymnastics Meet
- Movie Premier
- Street Carnival
- Cheerleading Competition
- Talent Show
- Free choice of your own!

A Google Slides file that **easily** converts to PowerPoint



**This  
Marketing  
Capstone  
Project is  
included in  
my SEM  
Course**

# **Sports & Entertainment Marketing**

## **FULL SEMESTER COURSE**

**A FULL Semester  
Course aligned with  
the National Business  
Education  
Association's (NBEA)  
Standards**

**Includes a  
Lesson Library  
to make the activities  
Easy-to-Find**

**NO PREP!**

**BUSINESS EDUCATION WITH** *Denise Leigh*





**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

