

# Marketing Plan & Marketing Strategies

## SPORTS & ENTERTAINMENT MARKETING

**2 Introductory Lessons Included**

**The Marketing Plan**

**+**

**Sports Marketing Strategies**

**Google Docs files that attach easily to your LMS**



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

BUSINESS EDUCATION WITH *Denise Leigh*

# A NO PREP Intro Marketing Plan Lesson

## Learning Objectives of the lesson:

- ✔ What is a Marketing Plan?
- ✔ 5 Different Types of Marketing Plans
- ✔ Marketing Plan vs. Business Plan
- ✔ What are the parts of a Business Plan?
- ✔ Does a Business Plan include a Marketing Plan?
- ✔ The Marketing Plan Framework

**Sports and Entertainment Marketing**

### The Marketing Plan

What is a marketing plan? Click on [THIS LINK](#) to research.  
Record your explanation of a marketing plan below.

Use the same link as above to discover the 5 different types of marketing plans. List and explain each of them in the table below...

1	
2	
3	
4	
5	

### Marketing Plan vs. Business Plan

What are the parts of a Business Plan?

Should a business plan include a marketing plan? Explain...

The resource link gives an example of a marketing plan framework.  
List each component and explain what it is.

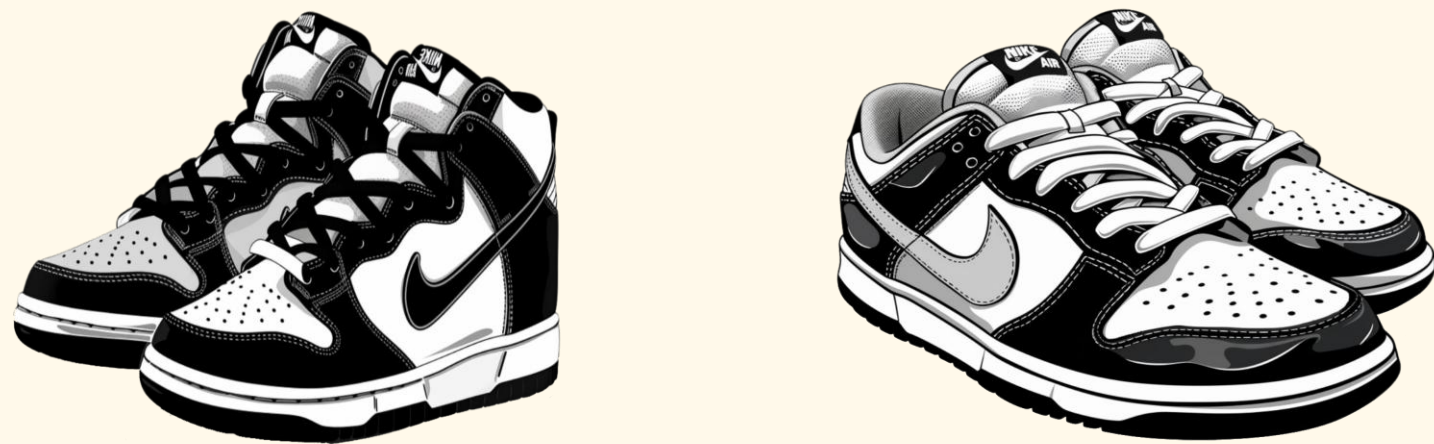
1	
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**Teaching Duration – 35 minutes each lesson**

# A NO PREP Sports Marketing Strategies Lesson

## Learning Objectives of the lesson:

- ✓ **5 Essential Sports Marketing Strategies**
- ✓ **Students learn about one of the most famous sports marketing campaigns ‘Nike – Just Do It’.**



**Sports and Entertainment Marketing**

### Sports Marketing Strategies

When we think of sports marketing, we may think of Super Bowl ads and athletic endorsements. But there is far more to sport marketing. Click on [THIS LINK](#) to discover more.

Use the link above to discover the 5 sports marketing strategies outlined in the article.

1	
2	
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**Nike – ‘Just Do It’ Campaign**

Girls just want to have fun. They own it. Just do it.

Success. Born from a simple yet powerful campaign skyrocketed Nike's sales from \$877 million in 1985 to over \$10 billion in 2005, and visibility and customer loyalty.

### Just Do It!

One of the most famous sports marketing campaigns of all time was the Nike “Just Do It” campaign. Click on [THIS LINK](#) to find answers to the following questions.

1	When did the “Just Do It” campaign debut?	
2	Where did the phrase come from?	
3	What was the focus of the ad?	

### Summarize the Article

Why did Just Do It resonate with customers?

How has it evolved over time?

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# Teaching Duration – 35 minutes each lesson



A Lesson from  
the  
5<sup>th</sup> SEM Unit –  
The Marketing  
Plan

# 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.

