

# Steps in the Marketing Plan

## LESSON & APPLICATION

Outlines the steps of the marketing plan

Students apply what they learn to two sports equipment marketing examples



**NO PREP!**

**SAVES YOU TIME!** BUSINESS EDUCATION WITH *Denise Leigh*

# NO PREP LESSON

- ✓ This marketing lesson outlines the steps of a marketing plan, focusing on well-known football equipment and gear.
- ✓ Students then **APPLY** what they learned about the steps in a marketing plan to two (2) sports equipment products the **Wilson Duke Football** and the **Wilson Tackle Football Player Equipment Bag**
- ✓ What are these two products' target audience, pricing, unique features, and marketing strategies?



**Teaching Duration: 60 minutes**

# 9 Slides in this Lesson and Activity file

## ✓ The Steps in the Marketing Plan...



Google Slides or **easily** convert to Microsoft PowerPoint

# No Prep Activity!

## ✓ The Wilson Duke Football Marketing Plan Steps...



The Duke NFL Football

\$149.95

★★★★(1333)

Colors / Team name Inflated Display / Brown

Size: Official

Quantity

Add to Bag

Using the Wilson Duke Football, walk through the six steps in the marketing plan on the next two slides...

Steps in a Marketing Plan

- Define your product
- Know your audience
- Consider your goals
- Decide your unique selling point
- Think about the influence of your company
- Choose your marketing technique

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**Wilson**

The *Wilson Football* is a classic. The Duke NFL Football is the football used in the Superbowl. *Wilson* was founded in 1914 in Chicago and has been a leader in sporting goods every since. It is a trusted and dependable brand.

The Duke NFL Football

\$149.95

★★★★(1333)

Colors / Team name Inflated Display / Brown



The Wilson, Duke Football Marketing Plan Steps 1-3

- Define your product**  
What is the product?
- Know your audience**  
Describe who would buy this...
- Consider your goals**  
How much will you charge to make a profit? —check the price of the football.

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Use in any Intro to Business or Marketing or SEM Class

# No Prep Activity!

## ✔ The Wilson Tackle Football Player Equipment Bag Marketing Plan Steps...

The Wilson, Equipment Bag Marketing Plan Steps 1-3

**Define your product**  
What is the product?

**Know your audience**  
Describe who would buy this...

**Consider your goals**  
How much will you charge to make a profit? -check the price of the bag.



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Complete the steps of the marketing plan for the Wilson Tackle Football Player Equipment Bag on the next two slides.




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The Wilson, Equipment Bag Marketing Plan Steps 4-6

**Decide your unique selling point**  
What is unique or different about this equipment bag? Do your research.

**Think about the influence of your company**  
Does this company have returning customers and a reputation?

**Choose your marketing technique**  
How will you advertise to your ideal customer?



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A Lesson  
from the  
1<sup>st</sup> SEM Unit  
—  
Foundations  
of Marketing

Also, in the  
5<sup>th</sup> SEM Unit  
—  
The  
Marketing  
Plan

# Sports & Entertainment Marketing

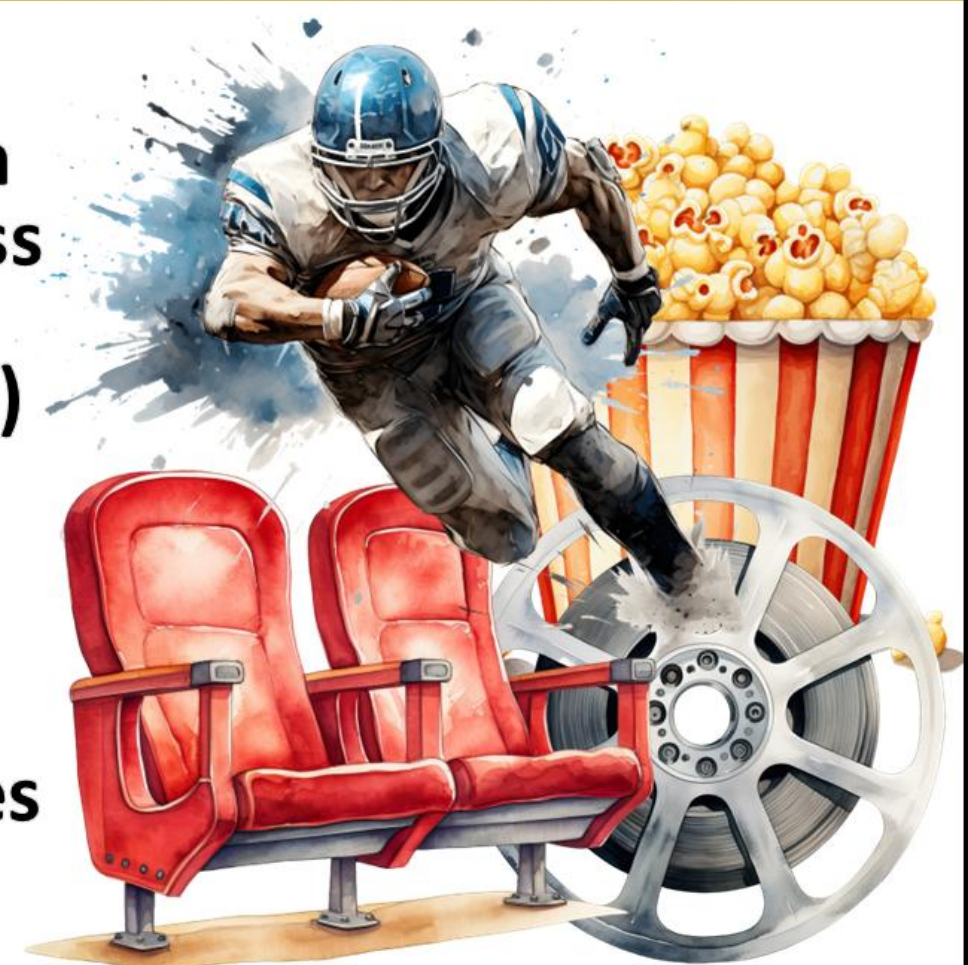
## FULL SEMESTER COURSE

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.

