

TopGolf Case Study

Digital Discovery Activity

Why is TopGolf so Successful?

What is Sportainment?

Who is TopGolf's Ideal Customer Avatar?

Teacher's Key Included

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

A NO PREP Marketing Lesson

Lesson Objectives:

- ✔ Students **DISCOVER** the key factors contributing to TopGolf's success.
- ✔ What is Sportainment?
- ✔ Students search the web to **DISCOVER** the products and services offered at TopGolf.
- ✔ Students use **critical thinking skills** to describe the ideal customer avatar for TopGolf, including demographic descriptors.

What Class?

- ✔ Any Marketing, Sports & Entertainment Marketing (SEM), Entrepreneurship, & Introduction to Business class



WHY IS TOPGOLF SO SUCCESSFUL?

TopGolf is a perfect example of 'sportainment'. TopGolf is a place that provides an opportunity for patrons to hit golf balls using their unique atmosphere while enjoying food and beverages.

Click on [THIS LINK](#) to discover key factors contributing to their success. List the factors and explain each below...

	List	Explain
1		
2		
3		
4		
5		

Preview

Search the Web for products and services offered at TopGolf. List them below...

Describe the ideal customer avatar for TopGolf. Include at least 3 demographic descriptors.

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Just send to Google Classroom



A Lesson
from the
1st SEM Unit
—
Foundations
of Marketing

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.

