



Minor League Baseball Product

SITUATION

You are the Sales Manager for the Reston Bulldogs, a Triple A baseball team. You have just found out that you will be assigned ten interns from a local college. All are marketing majors, but not necessarily sports marketing majors. Your boss wants you to meet with them and give them a briefing on what makes promoting a Triple A baseball team different from other types of businesses. He stressed that you discuss the importance of the consumers' discretionary income, what the product is that you are selling, and how creating customer loyalty is helpful but not the only key to success.

INSTRUCTIONS

Prepare your presentation so that you will be able to cover everything in ten minutes, and be prepared for possible questions.

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. How does discretionary income differ from disposable income, and why is it important to sports marketing professionals?
2. Is your product considered perishable?
3. What range of products do you offer?
4. How can the team evaluate customer loyalty?

EVALUATION STANDARDS

1. Understanding and explaining the difference between disposable and discretionary income and how the concepts affect sports marketing.
2. Explain the range of products, distinguish between tangible and intangible.
3. Describe how creating loyalty among fans helps the ballclub in the short and long term.
4. Demonstrate an understanding of the sports marketing concept.