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The Business of Sports

COURSE DESCRIPTION

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Course Description - The Business of Sports - Content, Television, Social Media, Consumer Products, Advertising and Marketing

The sports industry is experiencing rapid growth and is expected to become one of the nation's top 25 industries by 2030. This seminar will explore five elements of the business model that is driving this growth: content, television, social media, advertising, and consumer products. In addition, it will examine the marketing of these five elements. Students will be graded on class participation, essays, and a final paper. They will be asked to read weekly articles on each aspect of the sports industry and to participate in social media sites in order to understand how powerful this platform is to the sports business. In addition, they will work together in groups to create their own sports marketing websites and present these sites for evaluation by the entire class. The results of the evaluation will contribute to their grade for this part of the course.

Guest lecturers for the seminar will include nationally recognized experts and representatives of the sports industry, via Skype and in class. Students in the course will acquire a unique perspective on a business that is projected to become one of the world's leading growth industries in the 21st century.

Sports Business as an industry is experiencing rapid growth and, if growth continues at the current rate, is projected to become one of the USA's top twenty-five business industries by 2030. (http://www.sgma.com/press/3_U.S.-Sports-Industry%3A-Nearly-a-%2470-Billion-Business) Fortune estimates that sports is a \$414 billion business (<http://www.plunkettresearch.com/Industries/Sports/SportsStatistics/tabid/273/Default.aspx>)

At the NFL owner's meetings in March 2010 Orlando, Commissioner Roger Goodell invited Disney's CEO Bob Iger to give the keynote opening address. Goodell used Iger's aggressive moves into the digital world to challenge his staff and his teams to take the NFL from a current \$8 billion a year business to \$50 billion by 2030. In 2011 the NFL signed a ten year contract with five broadcasters for a total of \$6 billion a year to increase its annual operating revenue to \$13 billion in 2012. Odds are they will reach their goal in 2030. Sports business has become

big business. Sports business has become a significant American and international economic player. It now includes professional leagues, college sports, health and fitness, sports medicine, retail merchandise, sponsorship, marketing, broadcasting, food and beverage industry, sports betting, sports fantasy leagues, testing and use of new technologies (hand held video devices in Stadiums, 3-D television, interactive sales systems at stadiums, use of new credit/debit cards) that have become standard items in the overall consumer field, sports stadium construction, local real estate development, video games, social media, and new media.

To understand and learn what is driving this business, the course will examine and tie together five distinct categories-

THE FIVE PILLARS OF SPORTS BUSINESS:

Content, Television, Social Digital Media, Advertising/Marketing and, Merchandise

These five “pillars” are the foundation of sports business. Content is King and Television is the Prince of Sports Business. There have never been more leagues and more teams in the history of American sports. At the same time, there is a record number of television hours devoted to sports content; the average American watches 151 hours of television a month (an all time high) and of that, 14% is watching sports. This growth is equally dramatic in social media, where sports puts itself in the hands of the consumer, allowing the most visual content of any group in the entertainment business available on smartphones and the latest mobile devices like the I Pad. Because of the widespread distribution of sports content, more and more advertisers are using sports to reach their customers, including women, who now account for 4 of every 10 NFL Fans, when just a decade ago it was 1 of 10. Benefitting from exposure across all the available media platforms, sports licensing has become a dominant factor with consumer products, and leagues and teams licensing their marks and logos against existing products and the creation of new products, including video sports games.

Finally, we will explore how sports marketing leverages every aspect of the other five pillars to create an anticipatory fervor among fans so that they keep coming back for more and more every year.

Students will be graded using the traditional platforms of class participation and formal writing assignments (See below). In addition, one assignment will require students to develop a sports social digital website. As part of class participation students will be sent weekly articles to read and reference in their class discussion. They will also be asked to select one of these articles per week (eight total during the course) to write a one page description of the article that they have read and discuss in class.

There will be guest lecturers, nationally recognized leading experts and representatives in the Sports Business arena, who will lecture in person or via Skype. Below is the list of proposed guest lecturers. There will be a minimum of eight lecturers and, pending their schedules, there might be some additions/deletions. Four books, weekly web sites and google alerts, and articles sent to students by Professor Veras throughout the semester are required reading

BOOKS AND READINGS

SPORTS, JOBS AND TAXES:THE ECONOMIC IMPACT OF SPORTS TEAMS AND STADIUMS-Roger Noll and Andrew Zimbalist, Online Google Book

THE ULTIMATE GUIDE TO SPORTS MARKETING-By Stedman Graham, Joe Jeff Goldblatt, Lisa Delpy Neirotti, Online Google Books

SPORTS TELEVISION by Dennis Denninger-See Professor Veras PDF

Phil Schaaf, 100 YEARS OF SPORTS BUSINESS, Prometheus Books, 2004,

Sports Business Journal (www.sportsbusinessjournal.com) Daily-

Sports Media Watch (www.sportsmediawatch.net)

Google Alerts in Sports Business, Sports Television, Sports Products, Sports Consumer, Sports Advertising, Sports Social Media, Sports Media Business and Sports Advertising

PROPOSED GUEST SKYPE LECTURERS-Scheduled TBD

Dennis Denninger-Sports Television-Author “Sports Television” Professor Syracuse

Jim Nantz-Sports Broadcasting-National Sportscaster CBS Sports

Marc Ganis-Sports Consultant-

http://images.businessweek.com/ss/08/10/1002_power100_panel/13.htm

Terry Lefton-Sports Sponsorship-Writes weekly column for Sports Business Journal on Sports Sponsorship

Darren Rovell-Sports Business-ESPN

Mark Termini-Sports Agents-Leading agent in basketball

Mark Waller-Vice President Marketing National Football League

Harold Bryant Co Executive Producer CBS Sports

Mark LaNeve-Former CMO General Motors and Allstate

Andrew Brandt-ESPN

Assisting Professor Veras will be a SAGES assigned writing instructor. The writing instructor will conduct writing workshops in a minimum of four classes and will be available to assist students with their assignments during class time and out of class appointments.

Students participating in the course will walk away with a unique perspective and understanding of a business that is projected to be one of the world’s leading growth businesses in the 21st century.

LECTURER

Adjunct Professor George Veras taught this course in the Fall of 2011. Currently he is President/CEO of the Pro Football Hall of Famer Enterprise, representing the Pro Football Hall of Fame and the Hall of Famers in marketing, television, and sponsorship. He is also President/Executive Producer of Veras Communications, Inc (www.verastv.com), a 13-time Emmy Award television producer, who has been in the Sports Business field for 30 years in

worldwide television production, marketing, management, and event production. Professor Veras is available at verastv@aol.com and 216-244-1286. Students may schedule out of class appointments with Professor Veras for additional assistance or questions.

COURSE ASSIGNMENTS/STUDENT DELIVERABLES

- **CLASS PARTICIPATION-20% of FINAL GRADE--50%** of this grade will be based on attendance, class participation showing a knowledge of having read assignments (book, web articles) and making pertinent arguments related to Sports Business. The remaining 50% of the Class Participation Grade will be determined by seminar writing assignments. Students will be sent current web articles on the Sports Business to read and then asked to choose one article and write a one page description of said article to be handed in the following lecture after assignment due date (See below). Class seminar to discuss papers will take place the class after papers are turned in and graded. Writing instructor will grade the paper with a check mark, and/or either plus or minus. There will be up to eight such assignments **NOTE: In addition to Class Seminars for one pagers, 15-20 minutes will be allocated at the end of most classes for student discussion on the professor's lecture.**
- **ESSAY-Due by Midnight after Lecture -9 20% of FINAL GRADE**-Write an essay focused one of the five major sports business industries covered in the course-Content, Social Media, Sports Television, Sports Sponsorship/ Advertising/Marketing, and Sports Merchandise , using references from first text book assignment and searching the web to find articles that support your premise (Minimum 6 references) **(3-4 pages double spaced font type Arial 12)**

Essay Focus:

- 1-Rate the importance and impact on the overall Sports Business field
- 2-Weaknesses/strengths, using examples from non sports industries to make your case
- 3-Identify new areas of growth and development for this particular industry
- 4- How will this industry contribute to Sports Business in the future-Decline or increase?

- **WEBSITE SMP Due by Midnight after Lecture 17-20% of FINAL GRADE**-Develop a plan for a new "Social Media Platform (SMP)" that will advance and increase sports business in any of the given five industries, with the primary goal being to better connect to the sports consumer. Create a new website design (a flash site) or a written narrative plan (5-6 pages double spaced) that describes how the site can best reach and service the sports consumer. **As part of your analysis for creating the website design/plan, evaluate at least three current websites from the class lectures. If you write a**

paper, it must be 5-6 pages double spaced with font type of Arial 12 and with a minimum 10 references.

- **FINAL PAPER DUE by Midnight after Lecture 26-40% of FINAL GRADE-** The final assignment will be A memorandum that creates an “outside the box” plan for the company to improve its sales and which **argues both for and against that plan**. The memorandum will be delivered to the appropriate company representative. Topics need to be submitted midway through the course to assure that appropriate company representative is identified for presentation. **The memorandum should include at least 12 footnotes or a references from all readings and/or class lectures (10-12 pages double spaced font style Arial 12)**

GRADING CRITERIA

- 20% Class Participation
- 20% Essay-**DUE BY Midnight Day of Lecture 9**
- 20% SMP-**DUE BY Midnight Day of Lecture 17**
- 40% Final Paper-**DUE BY Midnight Day of Last Lecture 26**

IF YOU TURN IN A PAPER LATE, ONE HALF of A GRADE FOR EVERY 24 HOURS BEYOND THE DEADLINE WILL BE DEDUCTED. YOU CAN REQUEST A 24 HOUR EXTENSION ONLY FOR THE ESSAY, THE SMP OR THE FINAL EXAM. A WRITTEN REQUEST MUST BE SUBMITTED TO PROFESSOR VERAS NO LATER THAN 48 PRIOR TO THE ORIGINAL DEADLINE FOR SUBMSSION AND ONLY ONE REQUEST WILL BE GRANTED PER STUDENT. FOR EXTENSIONS, IF YOU DO NOT DELIVER THE PAPER ON TIME, YOU WILL BE DEDUCTED A FULL GRADE EVERY DAY FOR MISSING THE DEADLINE EXTENSION

COURSE SCHEDULE-MONDAY AND WEDNESDAYS 4-515PM SEARS 374

Monday August 27

Lecture 1-Course Overview-Reading requirements, social media requirements, television requirements, grading, writing (SAGES WRITING INSTRUCTOR) , assistance, notifications.

COMMENCE BOOK READING ASSIGNMENTS -PHIL SCHAAF, 100 YEARS OF SPORTS BUSINESS, PROMETHEUS BOOKS, 2004, Weekly

ASSIGN FIRST SEMINAR WRITING ARTICLE-2012 Summer Olympics-Ratings, Online streaming vs taped primetime coverage-DUE WEDNESDAY SEPTEMBER 5TH

http://articles.nydailynews.com/2012-08-13/news/33187394_1_group-chairman-mark-lazarus-olympics-viewers-bob-costas

<http://www.forbes.com/sites/johnclarke/2012/08/13/despite-criticism-nbc-scores-big-ratings-with-london-olympics-closing-ceremonies/>

Lecture 2-Wednesday August 29th

Defining Sports Business I- The Pyramid of Sports Business, the five pillars. Overview of where sports business stands in today's economic landscape. Breakdown of dollars, growth and impact, The position in the advertising market , relationship to the entertainment industry and percentage of consumer spending compared to other industries.

First two, Kings of the Hill- **Content and Television-** What is "content", good vs bad content and why content is the base of Sports Business but without Television as the platform, content is worthless and all else follows in the Sports Business Pyramid .Television, why it is paramount and how television exposure and placement is key to be able to grow attendance, sell sponsorships, merchandise, and expand and give value to social/digital media, the other pillars of Sports Business

Monday September 3rd -Labor Day, NO CLASS

Lecture 3-Wednesday September 5th

Defining Sports Business II- Defining the "Three other pillars" of Sports Business Pyramid- **Social Digital Media, Advertising/Marketing and, Merchandise** account for the bulk of sports business. Overview of where sports business stands today in America and where it is going, as it relates to its position on the overall economic picture..break down of dollars in top twenty sports, media and social network impact, position in the advertising market, relationship to the entertainment industry and percentage of consumer spending compared to other industries

SAGES WRITING INSTRUCTOR COURSE WRITING GUIDELINES-Show examples of last year's papers and turn in 1st Writing Seminar Assignment for class seminar discussion

TURN IN AT THE END OF CLASS 1st WRITING SEMINAR ASSIGNMENT

Lecture 4-Monday September 10th

DISCUSSION OF 1st WRITING SEMINAR ASSIGNMENT WITH DR CHRISTOPHER STRATHMAN

Lecture 5-Wednesday September 12th

Content is King-When it comes to sports, more is not less, it is more. Not only are there more leagues and teams, but there has never been more hours of television devoted to their

coverage. With the of leisure time and leisure dollars, sports fantasy leagues have catapulted into a league of their own. Add to this fitness participation at an all time high (as Americans get older, they are actually spending more of their time trying to get fit and stay active

New Content -ESPN began the trend with the Summer and Winter X Games, created so that they could own the property and all the ancillary income streams that comes with that ownership..Some of the Winter Games events were so popular that the International Olympic Committee incorporated some of these events as part of their official Olympic events, creating more television hours and attracting the young audience that participates in events like “Ski Cross” and “Snowboarding”.. New sports (Ultimate Fighting Championships) , outdoor lacrosse and indoor poker (Yes, a sport) continue to expand the content bucket with no end in sight. A look ahead of some of the “next” sports content coming around the corner-from rugby to jousting...

Poker.. <http://www.businesswire.com/news/home/20110804005560/en/Global-Poker-Community-Resource-EpicPoker.com>

ASSIGN 2nd SEMINAR WRITING ARTICLE

Lecture 6-Monday September 17th

SKYPE GUEST LECTURE TERRY LEFTON SENIOR EDITOR SPORTS BUSINESS JOURNAL-SPONSORSHIP, MARKETING, MERCHANIDISE AND LICENSING

Lecture 7- Wednesday September 19th

Impact of Sports in Television-Analysis of ratings, number of programming hours and comparison to the rest of the industry, why consumers watch sports, sports television production and presentation..How many hours of actual sports coverage versus the pre promotion leading to the event and the post event analysis..How constant promotion and discussion fuels the viewer anticipation and how television production strives to give the viewer in an inside view. How do networks bid on sports properties?

Ratings...TVbythenumbers.com

Ratings.. <http://www.keyc.tv/story/19508346/nielsen-shows-how-people-use-tv-differently...> Blacks spend an average of 210 hours per month watching TV, more than whites (nearly 153 hours), Latinos (131 hours) and Asians (100 hours), Nielsen said.

COMMENCE BOOK READING ASSIGNMENT-SPORTS TELEVISION BY DENNIS DENNINGER Professor Veras will email PDF

Lecture 8-Monday September 24th

Return 2nd Writing Seminar Assignments for Class Seminar Discussion and Discuss Second Writing Assignment With Dr Christopher Strathman

ASSIGN THIRD WRITING ASSIGNMENT DUE FRIDAY SEPTEMBER 28th by 5PM

Sports Television Rights-This is where the money comes from. The NFL just renewed its television contracts for the next ten years, doubling their annual revenue from \$3 billion a year to \$6.5 billion a year. The overall television market sells \$15 billion a year, so the NFL accounts for 25% of the television revenue that is in the marketplace. What does this mean to other sports leagues that have less of the money in the pie to get. Is this a case where the NFL is the only rich man on the block? A look at the NHL's ten year deal with NBC for \$220 million a year and the growing impact of regional sports television networks. How do networks bid on sports properties?...the best deal ever in sports television history, NBC's Sunday Night Football..the "Flex" schedule....<http://www.nfl.com/schedules/tv/flexible>

Regional Sports Networks Made Money for Teams..

<http://www.nytimes.com/2011/08/20/sports/regional-sports-networks-show-teams-the-money.html>

Roger Goddell and NFL TV contracts.. <http://www.winnipegfreepress.com/sports/football/for-nfl-growth-can-come-from-future-tv-contracts-129181548.html>

<http://www.nytimes.com/2011/08/20/sports/regional-sports-networks-show-teams-the-money.html?pagewanted=all>

Lecture 9-Wednesday September 26th

Sports Television Production-Not only do the networks, sponsors and advertisers pay the sports leagues rights fees, they also pay for the cost of production. What does it cost to produce an event and how is an event produced for sports television? A detailed look at a television setup at a stadium/arena and a studio to create the coverage you see and the cost involved to produce it. Update on the latest technology (3D, sound effects) and how it this has created the "at home theatre" viewing experience. Skills needed to enter the sports production field.

TURN IN BY MIDNIGHT the First Essay Assignment-The Five Pillars of Sports Business

Lecture 10-Monday October 1st

DISCUSS WITH PROFESSOR CHRISTOPHER STRATHMAN THIRD WRITING ASSIGNMENT

Lecture 11-Wednesday October 3rd

SKYPE GUEST LECTURER DENNIS DENNIGER

ASSIGN FOURTH WRITING SEMINAR

Why We Watch Sports Television More and More -An analysis of the anticipatory build up, that stokes our interest by the time we watch the game..during the week in the fall, there are three times as many hours devoted to talking about the games to be televised on Sunday than the actual hours of the game..use of production techniques in game coverage designed. A look at how sports talk radio fuels the frenzy to watch the event on television.

<http://m.sportsbusinessdaily.com/Journal/Issues/2012/02/13/In-Depth/Lead.aspx>

http://www.pbs.org/nbr/site/onair/transcripts/business_of_sports_fantasy_110815/

Lecture 12-Monday October 8th

Social and Digital Media -The importance of engaging the fans through sports to reach them directly. to spend on consumer brands. Why the fan/consumer is actually more important than the sports participants. Case Study..Phillips Van Heusen Fans Choice program (fanschoice.com). Budweiser and Bud Light is offering \$10 million to any fan who can pick the entire first round of the 2011 NFL Draft. Letting the fans vote for the NBA All Star Team and the Pro Bowl..Which campaigns have worked, which have not..

Social media and sport – can brands play the field right?

http://www.utalkmarketing.com/pages/Article.aspx?ArticleID=23521&Title=Social_media_and_sport_%E2%80%93_can_brands_play_the_field_right

Top Ten Social Media Networks...can there be a dedicated sports media network?

<http://www.business2community.com/social-media/what-are-the-10-top-social-networks-for-marketing-052833>

HULU BRINGS MORE SPORTS ON LINE-<http://www.sfgate.com/sports/article/Sports-fans-finding-more-highlight-options-online-3847983.php>

NBC REPORTERS USING SOCIAL MEDIA-
<http://www.equities.com/news/news-headline-story?dt=2012-09-16&val=483823&d=1&cat=headline>

Social Sports Game Start-Up Scores Funding From Drew Brees, Others

<http://allthingsd.com/20120925/social-sports-game-start-up-scores-funding-from-drew-brees-others/>

Lecture 13-Wednesday October 10th

IN CLASS GUEST LECTURER SPORTS AGENT MARK TERMINI

TURN IN AT THE END OF CLASS 4th ONE PAGER WRITING ASSIGNMENT

Lecture 14-Monday October 15th

SAGES WRITING INSTRUCTOR-Getting ready to write your SMP paper or your website- Show Examples from last year's papers and discussion of 4th one pager writing seminar assignment

COMMENCE BOOK READING ASSIGNMENT- THE ULTIMATE GUIDE TO SPORTS MARKETING-By Stedman Graham, Joe Jeff Goldblatt, Lisa Delpy Neirotti, Online Google Books

Lecture 15 Wednesday October 17th

Put the Content on Everywhere in the Social Digital - Taking television coverage and putting on smartphones, I Pad and next-Google and You Tube. See web traffic growth pattern from phones and I-Pad on Pro Football Hall of Fame website. Even though it is the same sports television show, as long as it is available on as many platforms as possible, the consumer will watch it, either moving from one platform to the next (Start watching the game at home, then leave home and watch it on your smartphone and end up at a bar watching the end) or again and again (Greatest plays on You Tube).

ASSIGN 4th SEMINAR WRITING ARTICLE

FALL BREAK MONDAY TUESDAY OCT 22-23

Lecture 16-Wednesday October 24th

Sports Advertising/Marketing-A look at the how America's biggest corporations use sports to sell their products and enhance their image-The Super Bowl can make or break a companies whole year-Viewing the best and worst Super Bowl commercials..analysis of the dollars spent vs return of investment..the danger of using spokespersons (ie Tiger Woods) vs using leagues and teams for image building..finding and creating the right fit.

THE OTHER OLYMPIC STORIES-HOW ADVERTISERS TRY AND MEASURE THEIR SUCCESS

<http://www.nytimes.com/interactive/2012/08/20/business/media/20most.html>

JCP Ads Insult

<http://blisstree.com/live/sex/jc-penneys-phoebe-cates-ad-insults-our-bodies-127/>

The more screens the better

<http://mediadecoder.blogs.nytimes.com/2011/09/28/for-advertising-study-says-more-screens-are-better/>

UPS Scores Big in College Football-

http://avstop.com/news_september_2011/ups_scores_big_with_historic_college_sports_marketing_deals.htm

TURN IN AT THE END OF CLASS 4th ONE PAGER WRITING ASSIGNMENT

Lecture 17-Monday October 29th

SAGES WRITING INSTRUCTOR-Discussion of SMP and seminar discussion of 5th one pager writing assignment

TURN IN BY MIDNIGHT- SECOND ASSIGNMENT-SMP

Lecture 18-Wednesday October 31st

Sports Advertising/Marketing II-A look at three advertising campaigns-Sports Network Image Campaigns-ESPN This is SportsCenter, Consumer Products-Underarmour vs Nike, NBC Sports Cable

ASSIGN 5th SEMINAR WRITING ARTICLE

MID TERM GRADES

Lecture 19- Monday November 5th

Sports Advertising/ Marketing III- Steeler Nation, Red Sox Nation and how those teams have parlayed this fan passion into multiple selling platforms in merchandise. What happens when an image goes bad, the NFL and the Dallas Super Bowl seat fiasco.. -Creating the perception and selling it to fans and advertising-Case Study, the NHL's Winter Classic...How the NHL copied the success of college hockey playing a game outdoors and what steps they took to make it bigger..National television, playing the game in major markets (Chicago, Boston) , in iconic baseball parks (Fenway and Wrigley Field) and emphasizing the nostalgia of playing outdoors, paralleling the experience of all those fans who have played hockey..

Maryland Goes for Non Profit Sports Marketing-<http://thedailyrecord.com/2011/08/04/editorial-nonprofit-sports-marketing/>

COMMENCE READING ASSIGNMENT-SPORTS, JOBS AND TAXES:THE ECONOMIC IMPACT OF SPORTS TEAMS AND STADIUMS-Roger Noll and Andrew Zimbalist, Google Books

TURN IN AT THE END OF CLASS 5th ONE PAGER WRITING ASSIGNMENT

Lecture 20-Wednesday November 7th

Seminar discussion of 5th one paper writing assignment

Lecture 21-Monday November 12th

Sports Merchandise-The use of marks and logos on products..Breakdown of which product lines are the most successful and those that have failed..How Nike defeated Reebok and Adidas without the benefit of an NFL merchandise deal..How Underarmour carved out a niche market of "performance" merchandise while the market leaders weren't looking .Future products to enhance performance and monitor performance..www.fanatics.com

UNDERARMOUR WANTS TO CHANGE THE WAY YOU THINK OF FITNESS
USA TODAY MONDAY JULY 9, 2012

<http://www.usatoday.com/money/economy/story/2012-07-09/under-armour-kevin-plank/56065684/1>

Adidas Coach Elite System set to equip all MLS teams in 2013, creates world's first 'smart league

<http://www.engadget.com/2012/07/19/adidas-micoach-elite-system-major-league-soccer/>

FLAVORED MOUTHGUARDS-<http://www.examiner.com/article/flavored-mouthguards-give-athletes-a-good-reason-to-bite-into-safety>

ASSIGN 6th SEMINAR WRITING ARTICLE

Lecture 22-Wednesday November 14th

SAGES WRITING INSTRUCTOR- Getting ready for the FINAL PAPER-Show Examples from last year

Turn in 6th SEMINAR WRITING ASSIGNMENT

Lecture 23-Monday November 19th

Sports Merchandise II-Styles and design make a difference. Fashion versus utility. Tailoring both to individual tastes as well as to male and female. The best selling ever line-Michael Jordan shoes, the use of star power.

IOWA AND IOWA STATE AND BIG TEN-

<http://www.indystar.com/article/D2/20120914/SPORTS/309150017/ISU-Iowa-collect-millions-from-their-deals-Nike?odyssey=nav%7Chead>

Lecture 24-Wednesday November 21st

Seminar discussion of 7th one pager writing assignment and any questions for FINAL PAPER

ASSIGN 7th SEMINAR WRITING ARTICLE

THANKSGIVING BREAK

Lecture 25-Sports Economics Monday November 26th

A breakdown of the income and costs of professional leagues and teams..Where and how do sports owners make money? Asset valuation vs depreciation.. The use of a sports franchise to enhance other businesses. Private real estate development around publicly financed stadiums. Stadium deal that remain profitable (Baltimore Ravens Stadium) vs those that do not (Meadowlands complex) ..How the leagues make money for the teams and which leagues have

the best models to accomplish this..The two biggest sports properties in the United States-ESPN, how did they do it, the NFL-Year Round Calendar..

If You Build It, They Might Not Come: The Risky Economics of Sports

Stadiums

<http://www.theatlantic.com/business/archive/2012/09/if-you-build-it-they-might-not-come-the-risky-economics-of-sports-stadiums/260900/>

Turn in 7th SEMINAR WRITING ARTICLE

Lecture 26-Wednesday November 28th

Class seminar discussion of 8th Seminar Writing Article

Lecture 27-Monday December 3rd

Sports Betting and Sports Fantasy Leagues-Two of the biggest growth industries in the last decade for sports content..With the expansion of casinos and racetrack casinos, sports betting is at an all time for revenues..the battle between the Federal Government and off shore betting..sports television poker has become a major force..Fantasy Leagues involves nothing but the fans and why sponsors, leagues and advertisers are looking to be involved and exploit..How the leagues try and distance themselves from sports betting and why there are no professional teams of the major sports in Las Vegas..at the moment..will the NHL be the first..the bad experience of the NBA All Star Game in Las Vegas in 2009..

http://www.pbs.org/nbr/site/onair/transcripts/business_of_sports_fantasy_110815/

Lecture 28 -Sports Business Crystal Ball-Wednesday December 5th..

A look into the future..How will the NFL quadruple revenues in 20 years.. A look back at the growth patterns the last twenty years in sports business, where the most growth came from, and can this be sustained and where some of the new growth might come from..the need to reach new markets..the NFL's failed attempt in Europe, the NHL's attempt in Russia, the NBA's China and India foray and MLB's failure to hold onto baseball as an Olympic sport..Sports business is permeates our lives and takes up more and more of our leisure time without any foreseeable decline in the future

SUBMIT FINAL PAPER by MIDNIGHT

BONUS LECTURE

Sports Videos and Fitness ..Sports video games, how John Madden created a product that is the key reason why professional football is the biggest sports business in the United States..the future of on line games,..Fitness equipment today and the high tech advances design to make your workout more effectively and charge you more for it....What sells in the fitness business..From Jane Fonda to Billy Banks "Tai Boi" to the success of P90X, the search for the

elixir of recaptured youth has fueled a recreational sports business that accounts for 20% of the total sports business economy