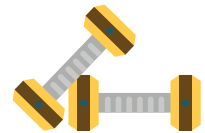


What do you already know about Sports Business?
Write down the first thing that comes to your head
for the following categories:

A HIGH STREET SPORTS RETAIL CHAIN



A CHAIN OF GYMS



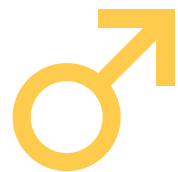
A SPORTS TRAINER BRAND



A FEMALE SPORTS CELEBRITY



A MALE SPORTS CELEBRITY



A PROFESSIONAL TEAM IN THE UK



A SPORTS PROGRAMME ON TV



Name a professional sports club and write down as many job roles that you can think of at your chosen club around your thinking bubble.

CLUB NAME:

JOB ROLES



If you were to market a brand-new club shirt for your favourite professional sports club what do you think the best way to do it would be? Write how you would market your club shirt and why you would do it this way on your worksheet.

CLUB NAME:

HOW YOU WOULD MARKET:



WHY YOU WOULD MARKET?



To finish off today's lesson we want you to make your own TikTok to market an upcoming match or new product for a professional sports club of your choice.

Think about the following.

- Your target audience.
- How will you make it engaging?
- Current trends

Use the space provided below to plan your TikTok.

CLUB NAME:

PLANNING:

