

A MICROSOFT OFFICE SPORTS MARKETING SIMULATION



Introduction

Just about everybody loves sports! Whether, its basketball, baseball, football, hockey, or soccer, audiences are captivated by the highlights on TV, scores, statistics, and the roars from fans cheering in the spirit of competition. What sports fans don't get to see is what happens behind the scenes. In *The Dream Team*, you will get this opportunity by starting, creating, and owning your own professional sports team.

In *The Dream Team*, you will take on the role of Microsoft Office Sports Marketing Specialist to start your own professional sports franchise team. From creating a team name and logo to designing VIP passes for your new stadium, you will learn first-hand what it's like behind the scenes of professional sports.

In short, here's what you will do in *The Dream Team* simulation:

- Create a team name, logo, and roster
- Develop and organize professional documents needed to promote and manage the team using Microsoft Office software
- Design eye-catching marketing documents to advertise your team
- Use creative, critical thinking and decision-making skills
- And much more!

This self-paced simulation encompasses all of the Microsoft Office software applications in a fun, real-world setting that is sure to captivate student sports fans nationwide. Get your "game on" and get ready to embark on one of the most exciting classroom adventures you'll ever take part in.

Welcome to "*The Dream Team*"!

The Projects You'll Complete

Pre-Game

PG-1 Instructor Memo

PG-2 Team Logo

PG-3 Team Roster

Zone 1: Word

W-1 Team Letterhead

W-2 Team Envelope

W-3 Letter to the League

W-4 Press Release

W-5 Equipment Inventory List

W-6 Player Personnel Form

W-7 Player Memo (with Mail Merge)

Zone 2: Excel

E-1 Team Roster

E-2 Average Salary

E-3 Season Schedule

E-4 Projected Revenue from Ticket Sales

E-5 Top 5 Salaries

Zone 3: Desktop Publishing

DTP-1 Business Card

DTP-2 VIP Pass

DTP-3 T-shirt Design

DTP-4 Magazine Advertisement

DTP-5 Cereal Box Design

*DTP-6 Three-Panel Brochure (*Extra-credit*)

*DTP-7 Newsletter (*Extra-credit*)

Zone 4: PowerPoint

PPT-1 Meet the Team