

4th Quarter

Communicating with Fans and Advertisers Using Databases

You did a great job publicizing your dream team around town with the presentations. The whole town is excited! In the 4th quarter you will work with databases to communicate with fans, potential ticket holders, and possible advertisers. Keep the ball rolling, your dream team is almost complete!

4th Quarter—Project 24

Create a Fan Database

Objective:

To create a database for potential ticket purchasers.

Task and Project Overview:

Your task is to create a database to keep track of and communicate with your fans. As your new sports team plays its first season, many people will decide to buy ticket packages so they can watch games. Because these people are a good source of income for your franchise, you need to keep track of who is buying tickets, who might want to buy tickets, and be able to communicate with them in the future. Use Microsoft Access or similar database software to complete these tasks.

Skills Reinforced:

Creating and saving a database, Creating a table, Defining fields, Entering records, Creating a form, Creating a report, Printing

Suggestions:

- Use the Database Planning Form to help organize the records for this project.
- If you do not have a database application, use a spreadsheet with column headings for each field.
- A field is a piece of data, such as a name or an address.
- A record is a collection of related fields, such as information on a particular person.
- A database table is a collection of similar records, such as the information for all of your season ticket holders.
- You will use this information in a mail merge exercise later in the simulation.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

1.5 to 2 Hours

Instructions:

1. Open the file "Database_Planning_Form" from the "Dream Team" folder installed from the Data CD. Print a copy of the document and follow the instructions provided. **Note:** *You will need Adobe Acrobat Reader to view and print this document.*
2. Use the Database Planning Form to help organize the records for the "Fan" database.
3. Using Microsoft Access or similar database software, open a new database.
4. Save the database as "Fan Database" to the "Dream Team" folder.
5. Create a table.
6. Define fields for first name, last name, street address, city, state, zip code, age, phone number, and gender.
7. Save the table as "Potential Ticket Buyers"
8. In table view, enter the records for five people that might be season ticket holders for your sports team. They could be family or friends.
9. Create a form and save it as "Fan Input Form".
10. Using form view, enter the records for five more people in your database.
11. Create a report listing each of your season ticket holders and all of their information. Sort it in ascending order by last name.
12. Save the report as "Potential Ticket Buyers Report".
13. Print a copy of the database report if required by your instructor.
14. Proofread your work for accuracy and format.

15. Review the checklist provided at the end of this project to ensure that the season ticket holder database is completed properly.

Fan Database Checklist

Use the following checklist to review your work before turning it into your instructor.

- The database table has the appropriate fields.
- The database has at least ten records with appropriate information in each field.
- The database includes a form.
- The database includes a report.
- The report is sorted by last name in ascending order.
- The presentation has been checked for spelling and grammar.
- The presentation has been completed to the best of your ability.

On the Field with Jake Smith and the Birmingham Bulldogs:

Jake knows that a database is an excellent way to keep track of a large amount of data. He can organize the fan records and use them in a variety of ways to help the football team. The fan database that Jake Smith created for the Birmingham Bulldogs is shown below.

Now try creating a fan database for your team!

4th Quarter—Project 25

Querying a Database

Objective:

To create queries using the Fan database.

Task and Project Overview:

Your task is to create queries using your Fan database. Queries will help you view your database information in different ways so you can learn more about the people who are buying tickets. Use Microsoft Access or similar database software to complete these tasks.

Skills Reinforced:

Creating queries, Running queries, Saving queries, Printing queries

Suggestions:

- If you are using spreadsheet software for your database, try using the filter tool.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

.5 to 1 Hour

Instructions:

1. Using Microsoft Access or similar database software, open the file "Fan Database" from the "Dream Team" folder.
2. Create a query for all ticket holders that are female and save it as "Female Ticket Buyers".
3. Print a copy of the query if required by your instructor.
4. Create a query for all ticket holders under the age of 30 and save it as "Young Ticket Buyers".
5. Print a copy of the query if required by your instructor.
6. Create a query for all ticket holders that live outside of the state where the team is located and save it as "Non-resident Ticket Buyers".
7. Print a copy of the query if required by your instructor.
8. Proofread your work for accuracy and format.
9. Review the checklist provided at the end of this project to ensure that the database queries were completed properly.

Querying a Database Checklist

Use the following checklist to review your work before turning it into your instructor.

- A query was created for all season ticket holders who are female.
- A query was created for all season ticket holders who are under the age of 30.
- A query was created for all season ticket holders who live outside of the zip code where the team is located.
- Each query was saved.
- Each query was printed if required by your instructor.
- The queries were completed to the best of your ability.

On the Field with Jake Smith and the Birmingham Bulldogs:

Jake can use the information that he gets from creating queries from the fan database to make decisions about the fans who buy tickets to the games. The queries that Jake Smith created for the Birmingham Bulldog's fan database are shown below.

Now try creating queries for your team's fan database!

4th Quarter—Project 26

Ticket Prices Letter Mail Merge

Objective:

To mail merge data from the Fan database into the Ticket Prices Letter from Project 10.

Task and Project Overview:

Your task is merge the data in the Fan database with the Ticket Prices Letter created in Project 10. Personalized letters to potential ticket buyers are a great way to increase ticket sales and you are going to try it. Use Microsoft Word and Access to complete the task.

Skills Reinforced:

Using mail merge, Accessing information from a database file

Suggestions:

- If you are using spreadsheet software instead of a database, you can still use the mail merge feature.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

.5 to 1 Hour

Instructions:

1. Using Microsoft Word, open the document "Ticket Prices Letter" created in Project 10 from the "Dream Team" folder.
2. Use the mail merge feature in Word to merge the first and last name, address, city, state, and zip code from the "Fan Database" created in Project 24 into the letter's inside address section.
3. Merge the potential ticket holder's name into the letter's greeting section.
4. Save the merged memos as "Personalized Ticket Prices Letters" to the "Dream Team" folder.
5. Review the checklist provided at the end of this project to ensure that the ticket package letter mail merge is completed properly.
6. Proofread your work for accuracy and format.
7. Resave the document "Ticket Prices Letter" with the merge codes.
8. Print copies of the documents if required by your instructor.

Ticket Prices Letter Mail Merge Checklist

Use the following checklist to review your work before turning it into your instructor.

- The ticket prices letter was merged with the potential ticket holder database.
- The merged letters were saved as a new document.
- The ticket prices letter was saved with the merge codes.
- The merged letters have been checked for spelling and grammar.
- The merged letters have been completed to the best of your ability.

On the Field with Jake Smith and the Birmingham Bulldogs:

Jake can use the records in the fan database to merge the fan names into the ticket letters. Personalized letters might convince fans to buy more tickets. The ticket prices letters that Jake Smith merged with the Birmingham Bulldog's fan database are shown below.

Now try merging your ticket prices letter with your team's fan database!

4th Quarter—Project 27

Mailing Labels

Objective:

To create mailing labels.

Task and Project Overview:

Your task is to create mailing labels to use when the letters are sent out to potential ticket buyers. Use Microsoft Access to complete this task.

Skills Reinforced:

Creating mailing labels, Creating a database report

Suggestions:

- If you are using spreadsheet software instead of a database, you can still use the mail merge feature.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

.5 to 1 Hour

Instructions:

1. Using Microsoft Access or similar database software, open the file "Fan Database" from the "Dream Team" folder.
2. Create mailing labels to use when sending out the letters that potential ticket holders.
3. Sort the labels by last name and then by first name
4. Save the mailing labels as "Fan Mailing Labels".
5. Review the checklist provided at the end of this project to ensure that the season ticket holder database is completed properly.
6. Proofread your work for accuracy and format.
7. Print a copy of the mailing labels if required by your instructor.

Mailing Labels Checklist

Use the following checklist to review your work before turning it into your instructor.

- The mailing labels were created from the database.
- The mailing labels were sorted correctly.
- The mailing labels were saved correctly.
- The mailing labels were printed if required by the instructor.
- The mailing labels have been checked for spelling and grammar.
- The mailing labels have been completed to the best of your ability.

On the Field with Jake Smith and the Birmingham Bulldogs:

Databases are a really useful tool when it comes to mass mailings. The mailing labels that Jake Smith created with the Birmingham Bulldog's fan database are shown below.

Now try creating mailing labels with your team's fan database!

4th Quarter—Project 28
Advertiser Database Table
(Extra Point Project)

Objective:

To create a database of potential advertisers.

Task and Project Overview:

Your task is to create a database to keep track of and communicate with businesses that may want to advertise with your team.

Advertising is a great source of income for the team. You will want to identify and communicate with as many potential advertisers as possible. Use Microsoft Access or similar database software to complete this task.

Skills Reinforced:

Creating and saving a database, Creating a table, Defining fields, Entering records, Creating a form, Creating a report, Printing

Suggestions:

- Use the Database Planning Form used in Project 24 to help organize the records for the database.
- If you do not have a database application, use a spreadsheet with column headings for each field.
- A field is a piece of data, such as a name or an address.
- A record is a collection of related fields, such as information on a particular person.
- A database table is a collection of similar records, such as the information for all of your season ticket holders.
- You will use this information in a mail merge exercise later in the simulation.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

1.5 to 2 Hours

Instructions:

1. Open the file "Database_Planning_Form" from the "Dream Team" folder installed from the Data CD. Print a copy of the document and follow the instructions provided. **Note:** *You will need Adobe Acrobat Reader to view and print this document.*
2. Use the Database Planning Form to help organize the records for the Advertisers database.
3. Using Microsoft Access or similar database software, open a new database.
4. Save the database as "Advertisers Database" to the "Dream Team" folder.
5. Create a table.
6. Define fields for business, street address, city, state, zip code, phone number, and Type of Business.
7. Save the table as "Advertisers"
8. In table view, enter the records for five businesses that might advertise with your sports team.
9. Create a form and save it as "Advertiser Form".
10. Using form view, enter the records for five more businesses in your database.
11. Create a report listing each of the potential advertisers and all of their information. Sort it in ascending order by business name.
12. Save the report as "Potential Advertisers Report".
13. Print a copy of the report if required by your instructor.
14. Create mailing labels from the Advertisers table to use when sending out information to potential advertisers.

15. Print a copy of the mailing labels if required by your instructor.
16. Review the checklist provided at the end of this project to ensure that the season ticket holder database is completed properly.
17. Proofread your work for accuracy and format.

Advertiser Database Checklist

Use the following checklist to review your work before turning it into your instructor.

- The database table has the appropriate fields.
- The database has at least ten records with appropriate information in each field.
- The database includes a form.
- The database includes a report.
- The report is sorted by business name in ascending order.
- The database includes mailing labels.
- The database has been checked for spelling and grammar.
- The database has been completed to the best of your ability.

On the Field with Jake Smith and the Birmingham Bulldogs:

Keeping track of the team's fans is important. Keep track of the businesses that advertiser with the team might be just as important. The advertiser database that Jake Smith created for the Birmingham Bulldog's is shown below.

Now try creating an advertiser database for your team!