

**Unit 2****Lesson 2.5 – Product Identification**  
What is Sports & Entertainment Marketing**CLASSROOM ACTIVITY****Instructions**

*As a group, compile a list of five different goods/services in the sports industry and five goods/services in the entertainment industry. Once you have completed your lists, compare and contrast the two and note the similarities and differences.*

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**Sports Industry Products**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**Entertainment Industry Products**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_