

**Unit 2****Lesson 2.1 – Understanding SEM**  
What is Sports & Entertainment Marketing**STUDENT ASSIGNMENT****Instructions**

*Watch a sports event on television and answer the following questions:*

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- 1) What type of event was it?
  
- 2) What factors do you think went into preparation for the event?
  
- 3) Where was the event held? Why do you think it was held there?
  
- 4) What type of venue or facility hosted the event?
  
- 5) Were there spectators? Did the event appear to be sold-out? Did the commentators announce the number of fans in attendance?
  
- 6) Why did you choose to watch this particular event?
  
- 7) What type of equipment was used? Were you able to identify the brand?
  
- 8) Were you able to see company logos displayed at the event? Were they on athlete uniforms?
  
- 9) What types of advertisements did you see throughout the broadcast?