

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

*For the next class period, bring in two examples of sports and entertainment marketing that you have come across. It can be printed from the Internet, something from a newspaper or magazine, or even a description of something you saw on television or heard on the radio.*

*Be prepared to discuss/answer the following questions:*

- 1) What is the product or service being marketed?
  
  
  
  
  
  
  
  
  
  
- 2) Who is the product or service being marketed to?
  
  
  
  
  
  
  
  
  
  
- 3) Do you think sports/entertainment provides an effective platform for this company to market its product or service? Why or why not?
  
  
  
  
  
  
  
  
  
  
- 4) Explain how this provides an example of sports/entertainment marketing.