Instructions

*Watch a sports or entertainment related news program (ESPN’s Sports Center, E! News Weekend, etc.) and answer the following questions as they relate to the telecast.*

1) What is discretionary income?

2) Why is the term ‘discretionary income’ so important to sports/entertainment business professionals?

3) Who else do you think is watching the show?

4) What companies are advertising during the show? Why do you think they advertise during this particular show?

5) What products are being advertised during the show? Why do you think they advertise during this particular show?

6) What does that have to do with discretionary income?