

**Unit 2****Lesson 2.4 – Functions of Marketing**
What is Sports & Entertainment Marketing**CLASS ACTIVITY****Instructions**

As a group, determine the characteristics of Under Armour's product line. Based on those characteristics, identify (as a class) the ways in which the primary functions of marketing would impact Under Armour's marketing strategies.

Under Armour Product Description:

Pricing:

Distribution:

Promotion:

Financing:

Selling:

Marketing information-management:

Product and service management: