

**Unit 2****Lesson 2.5 – Technology & SEM Products**  
What is Sports & Entertainment Marketing**STUDENT ASSIGNMENT****Instructions**

*Clearly technology has played a major role in the way sports and entertainment companies market their products in services. It has also played a role in the actual sports and entertainment product development. In this activity, describe ten examples of how technology has impacted the sports and entertainment industry. Record your findings in the space below and make sure to explain HOW the technology has impacted the industry.*

- 1) Paperless ticket entry at sporting events makes it more convenient to go to games
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)
- 11)