

**Unit 2****Lesson 2.6 – Discretionary Income**
What is Sports & Entertainment Marketing**STUDENT ASSIGNMENT****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?