

**Unit 2****Lesson 2.4 – Pricing (Supply & Demand)**
What is Sports & Entertainment Marketing**STUDENT ASSIGNMENT****Instructions**

Consider how the pricing function is impacted by supply and demand. How does supply and demand impact prices for the following sports and entertainment products? Submit your answer “increase” or “decrease” in the space provided.

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- 1) Tickets on StubHub for a sold out Baltimore Ravens home football game:

- 2) An Aaron Rodgers (Packers’ QB) jersey if the Green Bay Packers were to win the Super Bowl:

- 3) Officially branded “Rock Chalk Jayhawk” merchandise if the basketball team were to win the national championship:

- 4) VIP tickets to attend the Grammy awards sold in an auction to raise money for charity:

- 5) Tickets to see the Miami Marlins play on a 100 degree day in Miami and the team is losing games:

- 6) “Big Ten Champs” t-shirts still available for sale months after the college football season has ended: