



Intro to Sports & Entertainment Business Principles

STUDENT ASSIGNMENT

Research and identify the various segments within the sports and entertainment industry. Prepare two separate graphics, one depicting a segment of the sports marketing industry and the other illustrating a segment of the entertainment business industry. Be sure to differentiate between the two. Present your project to the class, making sure to explain the following:

- 1) Any similarities and differences that may exist between the two segments
- 2) Why you selected each particular segment
- 3) Any interesting information pertaining to each industry segment