Instructions

*Provide a detailed account of each element of the sports and entertainment marketing mix (Four P’s: Product, Place, Price, Promotion) for each of the organizations listed below.*

1) The Washington Wizards (NBA) professional basketball team

2) Pixar Animation Studios

3) ESPN cable network (includes ESPN, ESPN2, ESPN Classic, ESPNW, and ESPN Deportes)

4) Adidas’ *Kanye Collection* shoes

5) Bandon Dunes Golf Resort (a high end golf course and resort on the Pacific Coast in Bandon, Oregon)