

**Unit 4****Lesson 4.4 – Marketing Mix**  
Marketing Applications**STUDENT ACTIVITY****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.*

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- 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)