

**Unit 4****Lesson 4.7 – Market Research**  
Marketing Applications**STUDENT ACTIVITY****Instructions**

*Brainstorm a list of at least ten places you could find information about the sports and entertainment industry in your local community. Think about what specific types of information may be available to you and how best to access that material.*

*After creating your list, select one source and use it to find one news article pertaining to sports or entertainment marketing.*

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_