

**Unit 6****Lesson 6.4 – Online Merchandise**

Branding & Licensing

STUDENT ACTIVITY**Instructions**

The term **online merchandising** refers to the process of selling merchandise on the Internet. The process of making merchandise available online opens up a new sales channel for a sports or entertainment organization to purchase related goods and services. Organizations can then maximize income by providing a customized shopping environment and allowing consumers access to a wider variety of products and services.

In this activity, you will need to visit the website for your favorite sports team or event (e.g. a PRCA rodeo event). If they do not sell merchandise online, make a note, and visit the site of another team or event that does. Then, answer the questions below.

- 1) Did the first website you visited offer merchandise online? If no, what was it?

- 2) List six (6) different products that are available for sale on the organization's website.

(1) _____	(2) _____
(3) _____	(4) _____
(5) _____	(6) _____

- 3) What are the shipping options available to consumers who wish to purchase products online? Provide a *detailed* description of shipping options below, including cost, delivery methods etc.

- 4) Is the site promoting any special offers relating to merchandise? If so, what?

- 5) Why do you think the organization sells merchandise online?