

**Unit 1****Lesson 1.5 – SEM Milestones**

History and Evolution of Sports & Entertainment Marketing

CLASS ACTIVITY**Instructions**

Draw the following timeline so it is large enough to be easily viewed by the class. Identify each point (A,B,C, D etc.) as important milestones in the sports and entertainment industry. Ask the class to brainstorm monumental events in history (first moving picture, first radio broadcast, Michael Jordan entering the NBA etc.) and mark each point accordingly on the timeline. For assistance, review the timelines provided in the Unit 1 outline in Lessons 1.3 and 1.5.

EVENT A**EVENT B****EVENT C****EVENT D**