

**Unit 1****Lesson 1.2 – Global Marketplace**

History and Evolution of Sports & Entertainment Marketing

CLASSROOM ACTIVITY**Instructions**

The international marketplace continues to provide a platform for driving sales of sports and entertainment products and services, helping the industry's growth surge over the years. With athletes and celebrities representing every corner of the globe, sports and entertainment has a unique universal consumer appeal.

In the space below, match the athlete or entertainer with the corresponding country he or she is from.

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|-----------------------------------|--------------|
| __ 1 __ Rory McIlroy | 1. Ireland |
| __ 10 __ Shakira | 2. England |
| __ 9 __ Cristiano Ronaldo | 3. Cuba |
| __ 5 __ Rihanna | 4. Germany |
| __ 3 __ Yasiel Puig | 5. Barbados |
| __ 8 __ Sidney Crosby | 6. Russia |
| __ 7 __ Jackie Chan | 7. China |
| __ 2 __ JK Rowling | 8. Canada |
| __ 6 __ Alexander Ovechkin | 9. Portugal |
| __ 4 __ Dirk Nowitzki | 10. Columbia |