

**Unit 1****Lesson 1.1 – History of SEM**

History and Evolution of Sports &amp; Entertainment Marketing

**STUDENT ASSIGNMENT****Instructions**

*Using the Internet, research an important individual contribution or significant individual event and date in the history of sports and entertainment marketing. Summarize and submit a copy of the article and answer the following questions.*

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1. What type of athlete, celebrity or event did the article focus on?
  
  
  
  
  
  
  
  
  
  
2. Why was this athlete, celebrity, event or date important?
  
  
  
  
  
  
  
  
  
  
3. How did it prompt changes within the industry?
  
  
  
  
  
  
  
  
  
  
4. What might the industry be like today if this athlete, celebrity or event had not performed or taken place?
  
  
  
  
  
  
  
  
  
  
5. Summarize the article: