

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