

**Unit 1****Lesson 1.2 - ESPN Coverage**

History and Evolution of Sports & Entertainment Marketing

INTERNET ACTIVITY**Instructions (Part one):**

According to the *Sports Business Journal*, ESPN's coverage features over 65 sports (including MLB, NBA, NFL's Monday Night Football, NASCAR, MLS, FIFA World Cup, WNBA, college football, men's and women's college basketball, golf and the Little League World Series).

Using the Internet, find TEN sports (not mentioned above) that ESPN will cover in the next month. List the sports below.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Internet Activity Instructions (Part two):

Using the Internet, find THREE sports that will NOT be covered on ESPN in the next month. List those sports below and discuss whether any other network WILL be covering the sport/event.

1. _____
2. _____
3. _____

Internet Activity Instructions (Part three):

On a separate piece of paper (or back of this sheet), explain how the ESPN network has helped the sports industry grow in the past thirty years. In your explanation, you must also explain whether the industry has peaked or whether potential for growth still exists.