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| Logo  Description automatically generated |  | marketing mix  Marketing Activity #3 |

# marketing mix

The marketing mix consists of variables controlled by marketing professionals in an effort to satisfy the target market. The four elements of this mix include product, price, place, and promotion.  
  
A sports, entertainment or event marketer’s primary role in the sports business model is to effectively determine a marketing mix that will help generate an exciting buzz surrounding the teams and events they are promoting. If performed properly, marketing will not only help fill the stands, it will also help to build and grow a brand that attracts sponsors who are willing to invest in your program.   
  
If you plan to promote more than one event this year, be sure to make copies of the worksheet below and apply this marketing mix exercise to each event. Effectively establishing the marketing mix for your event or events is critical to the overall success of your program.

**Product:** The goods, services or ideas used to satisfy consumer needs.

**Price:** Determined by what customers are willing to pay and  
production costs.

**Place:** The process of making the product available to the customer.

**Promotion:** Information related to products or services are communicated  
to the consumer.

**PRODUCT**

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**PRICE**

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**PLACE**

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**PROMOTION**

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