

**INSTRUCTIONS**

For the next class period, bring in two examples of sports and entertainment marketing that you have come across. It can be printed from the Internet, a screengrab from a social media post, something from a newspaper or magazine, or even a description of something you saw on television or heard on the radio.

Be prepared to discuss/answer the questions below.

1. What is the product or service being marketed?

2. Who is the product or service being marketed to?

3. Do you think sports/entertainment provides an effective platform for this company to market its product or service? Why or why not?

4. Explain how this provides an example of sports/entertainment marketing.