



INSTRUCTIONS

Research and identify the various segments within the sports and entertainment industry. Prepare two separate graphics, one depicting a segment of the sports marketing industry and the other illustrating a segment of the entertainment business industry. Be sure to differentiate between the two. Present your project to the class, making sure to explain the following:

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1. Any similarities and differences that may exist between the two segments

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2. Why you selected each particular segment

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3. Any interesting information pertaining to each industry segment
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