

INSTRUCTIONS

Using the Internet, find at least five different entertainment options within your area competing for your entertainment dollar. Find an example of how each property/organization is using marketing strategies to attract customers. Submit a printed example of each and answer the following questions.

1. List the five entertainment options you selected.
2. Compare and describe the pricing variance between the different forms of entertainment.
3. Have you participated in, or attended, any of these entertainment options in the past? Why or why not?
4. Aside from the five options you selected, do you think there are other more entertainment options available in your area?
5. What marketing efforts did these organizations implement to capture your attention?