



INSTRUCTIONS

Provide a detailed account of each element of the sports and entertainment marketing mix (Four P's: Product, Place, Price, Promotion) for each of the organizations listed below.

1. The Washington Wizards (NBA) professional basketball team
2. Pixar Animation Studios
3. ESPN cable network (includes ESPN, ESPN2, ESPN Classic, ESPNW, and ESPN Deportes)
4. Gap's Kanye Collection shoes
5. Bandon Dunes Golf Resort (a high-end golf course and resort on the Pacific Coast in Bandon, Oregon)