

## Sports and Entertainment Marketing I

### 1.02 Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers.

#### The 4 P's of Marketing – Marketing Mix Poster

1. Identify one sports or entertainment marketing event. Draw or find a picture in magazines that represents the event, try to use something that has the event logo for easy interpretation.
2. Draw or find four images related to this event that will reflect the 4 P's of marketing.
3. On a piece of construction paper, glue each image. Label each picture as one of the 4 P's, and give the definition of that "P". Then provide a 1-2 sentence explanation for each image explaining the the "P" and how it relates to the image.

The 4 P's of  
The Marketing Mix:

**Product**  
**Price**  
**Place**  
**Promotion**


Example →

**Remember to:**  
**Label**  
**Define**  
**Explain**



**Super Bowl XLVIII**

**The Marketing Mix**  
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 <p><b>Product</b> – the goods and services a business will offer to its customers. This year's Super Bowl was between the Broncos and the Seahawks. The Seahawks won by a landslide.</p>	 <p><b>Price</b> – the amount a business charges customers for their products. Tickets to the Super Bowl range from \$380 – \$15,000.</p>
 <p><b>Place</b> – making products available at the right time and location. The Super Bowl was held at Met Life Stadium in New Jersey.</p>	 <p><b>Promotion</b> – informing, reminding, and persuading customers of the goods and services available to them. This is a poster promoting the Super Bowl.</p>