

**INSTRUCTIONS**

In Lesson 4.1 we learned that the marketing concept is the view that an organization's ability to sell its products and services depends upon the effective identification of consumer needs and wants and a successful determination of how best to satisfy them.

Apply this concept to the business of sports and entertainment. How do sports and entertainment business professionals integrate this concept in their day-to-day activities?

As a class, come up with ten different examples of how the marketing concept is implemented by sports and entertainment companies.

**Marketing Concept Applied: Sports & Entertainment Industry Examples:**

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2. \_\_\_\_\_
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