

Name: _____

Sports and Entertainment Marketing

Marketing OF/THROUGH Sports - Learning Guide

Find four YouTube videos. Two that are examples of Marketing OF Sports and two that are examples of Marketing THROUGH Sports. In the text box answer the following questions for each video:

Link to Marketing OF Sports Video 1	What is this video selling? Wha is the CTA: Call To Action? (Eat a Snickers, buy season tickets, buy Doritos, make memories, share experiences, watch the Super Bowl)	What images, messages, text are they showing to entice you to do what they want yo to do?	Is this commercial effective? Why? Explain
Link to Marketing OF Sports Video 2	What is this video selling? Wha is the CTA: Call To Action? (Eat a Snickers, buy season tickets, buy Doritos, make memories, share experiences, watch the Super Bowl)	What images, messages, text are they showing to entice you to do what they want yo to do?	Is this commercial effective? Why? Explain
Link to Marketing THROUGH Sports Video 1	What is this video selling? Wha is the CTA: Call To Action? (Eat a Snickers, buy season tickets, buy Doritos, make memories, share experiences, watch the Super Bowl)	What images, messages, text are they showing to entice you to do what they want yo to do?	Is this commercial effective? Why? Explain

Link to Marketing THROUGH Sports Video 2	What is this video selling? Wha is the CTA: Call To Action? (Eat a Snickers, buy season tickets, buy Doritos, make memories, share experiences, watch the Super Bowl)	What images, messages, text are they showing to entice you to do what they want yo to do?	Is this commercial effective? Why? Explain