

Sports & Entertainment Marketing Technical Difficulties

Assignment

Answer the following questions:

- 1) What is a way that digital marketing integrated into sports marketing strategies?
- 2) What role do you think that social media, websites, and other online platforms play?
- 3) What form of technological implementation in sports marketing (social media, websites, etcetera) has been most effective in your opinion, and why?

Case Study

- 4) On top of technology, sports marketers have used celebrity endorsements in advertising. Perform research using the internet to answer the following questions:
 - a) Name or describe the title of one celebrity endorsement you've seen.
 - b) Describe the product or service.
 - c) What is the name of the celebrity who was in the endorsement?
 - d) What role did the celebrity play in the endorsement?
 - e) Do you think that the endorsement was effective at selling the product or service?
 - f) Do you think the marketing piece would've been as effective without the celebrity? Why or why not?