

# Marketing of Sports-Distribution

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The elements of the **marketing mix** are:

\_\_\_\_\_

Considerations here are related to:

\_\_\_\_\_

The promotional mix includes:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **(Distribution) defined:**

Best means of making it \_\_\_\_\_ to consumers

The actual \_\_\_\_\_ of the good/service

Consumers must be able to obtain it \_\_\_\_\_ and

\_\_\_\_\_ they want it.

Think about the music industry and that great new song. How does it "get" to the consumer?

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\_\_\_\_\_

\_\_\_\_\_

Two types of channels:

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**Events**

What's the historic nature of events being done this way?

**Venues** defined:

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What are local venues in the Madison area and how have they been traditionally used?

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**Via** \_\_\_\_\_

When use?

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What types are typically used and why?

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# SPORTS & ENTERTAINMENT MARKETING

## Distribution Notes Day 2

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1. Three levels of Sports:
  - A.
  - B.
  - C.
  
2. \_\_\_\_\_ Sports
  - A. What sports have you participated in throughout your life and where did you participate in them?
  
  - B. Characteristics of:
  
  - C. Venues for:
  
  - D. Examples of Public vs. Private facilities:
  
  - E. Title IX:
  
3. \_\_\_\_\_ Sports
  - A. Role of the NCAA
  
  - B. Economic implications within a community:
  
4. \_\_\_\_\_ sports
  - A. Level of distribution
  
  - B. Decisions relate to distribution
  
  - C. What is a subsidy? Why would a community support?