

MARKETING MIX -- TICKETS

SUBMITTED BY:

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Sports and Entertainment Marketing

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Ticket Mix

Task: Using the Internet, you will determine the Marketing Mix (**P**roduct, **P**rice, **P**lace, and **P**romotion) for the tickets to see the team of your choice.

Instructions:

- Log on to the website of the sports team of your choice
- Find the link for ticket information
- Type the following information in Microsoft Word. Please use full sentences, single-spaced with a 12-point font
(Do Not Cut and Paste from the INTERNET!!!)

- Paragraph #1 – **P**roduct
 - I am researching ticket information for the _____.
(Insert Team Name and city in blank)
 - This information was located on _____.
(Insert Web Address in blank)

- Paragraph #2 – **P**rice
 - List and explain the prices for each seat level
 - List and explain any pricing plans such as mini-seasons or weekend packages

- Paragraph #3 – **P**lace
 - List all locations that tickets are available for purchase

- Paragraph #4 – **P**romotion (Hint: This might be a separate link on the home page)
 - Find a list of Promotional nights the team is hosting and any sponsors involved
 - *Example: February 3rd - “Hat Night” sponsored by Foot Locker*
 - Print out list of all promotions
 - In your opinion, what are the three best promotions the team is offering? Explain why.