

Seven Functions of Marketing in the Super Bowl



Directions:

You will research how each of the marketing functions is used in the Super Bowl.

Under each of the marketing functions on the following slides, you will see some general research questions. Use these questions to research and gather information about each of the marketing functions.

Product/Service Management

1. What are three Super Bowl commemorative/themed products produced and offered to consumers?
 - a.
2. What products do stores typically sell the most of on Super Bowl week/weekend?
 - a.

Distribution

1. Where is the Super Bowl being held? What is the seating capacity of the stadium?
 - a.
2. Which TV network is broadcasting the Super Bowl? How many radio networks are broadcasting the Super Bowl for viewers at home to watch/listen?
 - a.

Pricing

1. Lowest ticket price?

a.

2. Highest ticket price?

a.

Promotion

1. How much does a 30-second Super Bowl commercial cost this year?
 - a.
2. What company is sponsoring the halftime show and who is performing?
 - a.
3. List three businesses that will have Super Bowl commercials this year?
 - a.

Marketing-Information Management

1. How is the host city chosen?
 - a.
2. What are the demographics of the crowd attending the Super Bowl?
 - a.

Financing

1. What types of businesses in the area hosting the Super Bowl will profit from the experience?
 - a.
2. How much money is expected to be brought into the hosting city as a result of Super Bowl tourism?
 - a.

Selling

1. How are Super Bowl tickets sold to consumers?
 - a.
2. How is merchandise at the Super Bowl sold to ticketholders?
 - a.