

Seven Functions of Marketing

Focus on the Product

Relating to The Super Bowl

Name: _____

This activity will help you understand how the Super Bowl utilizes all seven functions of marketing. Use the internet to help you complete the activity.

This site will assist you with this assignment- Use www.nfl.com. But you will need to search some of the information using other internet sites as well.

Seven Functions:

Product

Distribution

Financing

Marketing Information Management

Promotion

Pricing

Selling



Before you work on the functions of marketing as they apply to the Super Bowl, you need to learn some history behind the game.

Name the teams who played in the past three Super Bowls.

Name the teams in this year's game.

Who have the entertainers been in the past three Super Bowl games.

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Promotion:

What will a 30 second commercial cost on the Super Bowl.
How many radio stations are involved with coverage.
Why does the Super Bowl fall under the 10 most watched television shows in history?
What does this mean for advertisers?
Explain how the half-time show is a promotional tool for Pepsi.

Marketing Information Management:

How is the playlist poll for the entertainment a form of marketing information Management?
What is the Super Poll? Who is the corporate sponsor?

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Pricing:

Research the price of the tickets for the Super Bowl.
What is the lowest price ticket you found?
What is the highest price ticket?
Multiply the seating capacity by the lowest price ticket. Record your answer below.
What is your personal reaction to this?

Selling:

How are the tickets sold?
How will concessions be sold to sports consumers?