## 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 <a href="www.nfl.com">www.nfl.com</a> . 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
Super Bowl
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.

Product:
Define the products offered by the Super Bowl . Write a full description of everything offered to sports consumers who purchase a ticket to the attend game. Use both sites to help you with this.
Distribution: Where will the Super Poul be held? What is the date and time?
Where will the Super Bowl be held? What is the date and time?

What is the name of the stadium?
What is the seating capacity of the stadium?
How does this impact the marketing of the game?
Finance:
The projected economic benefit to the Tampa Bay Area is \$300-400 million.
What types of businesses in the area stand to profit from this event. List at least ten examples.
Give five specific business listed on the web site that will benefit.

## 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?

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 ticket's sold?
How will concessions be sold to sports consumers?