**Sports & Entertainment Marketing I**

*4.07 Pricing Match-Up*

***Directions: Each situation below illustrates a factor that affects the price of a sport/event product. For each situation, determine whether it illustrates the influence of:***

***Marketing Mix Elements***

***Costs***

***Market Demand***

***Technology***

***Market Segmentation***

***Smoothing***

***Competition (Penetration Pricing or Price Skimming)***

1. A new company is manufacturing snowboards and sets prices lower than those of other companies to gain market share.
2. Rachel buys a new tennis racket online and saves $10.
3. Becky and Jason don’t have very much money to spend, so they buy “nosebleed” seats at a baseball game.
4. The rent at the theater rises, causing an increase in ticket prices to the play.
5. Ticket prices for the World Series increased by 10 percent, but the games are still sell-outs.
6. A health club next door to the county courthouse offers a discount to all attorneys.
7. A company is preparing to discontinue production of a certain softball glove, so it places the rest of its inventory on the clearance rack.
8. A company wants its golf shoes to be perceived as the best that money can buy, so it sets prices higher than those of other companies.
9. The racquetball courts at the gym are usually full all evening and empty in the afternoons. The gym starts renting the courts at half-price during the afternoon hours.
10. A pop group raises ticket prices for its concerts by 10 percent, by sales decrease by 25 percent.
11. A soccer team in Phoenix puts coupons in the local paper for discounted tickets.
12. Seth buys an electronic foosball table for $50 more than a regular one.