Elearning Day #2 – Marketing and Sports and Entertainment Mrktng

Web Promotion

Where is best place to get the most up-to-date information about your favorite sports team or

singer? Their Web sites! One of the main advantages of the Web is how easy it is to keep up-to-date. However, many people do not regularly check these Web sites. As a result, many organizations, especially sports teams and entertainers, promote their Web sites through traditional advertising.

**Goal:** Understand the relationship between promotion on the Web and traditional promotion.

**Resources Needed:**  You will use the Internet to complete this assignment

**Choose an Organization**

■ Choose a professional sports team, singer, band, entertainer, celebrity, arts organization, or museum that has a Web site.

**Gather Information**

■ Visit the organization's Web site.

■ Find the answers to these questions:

1. What is attractive about the Web site?
2. What kinds of information does it provide?
3. What information might change or need to be updated frequently?
4. What activity are they currently promoting?

■ What information would you want to use on a promotional billboard for this organization?