Sports Management

1. Marketing and Sales

For sports management just like any other business, the 4Ps of its marketing mix include: product, price, promotion and place. For instance, at staples center, the Lakers Sports management team provides basketball entertainment as the product. The prices are charged depending on the sections sitting areas in relation to services such as parking and catering provided. Promotion for a game is conducted through pre-game shows on L.A Laker Live as well as TV broadcasts on site and live radio. The place in this case is the hosting venue which in this case is the Staples Center; home of the L.A. Lakers basketball team.

Prices

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| --- | --- | --- | --- |
|  | A Level Luxury Suites | B Level Luxury Suites | C Level Luxury Suites |
| Tickets | $1,523 | $568 | $131 |
| Parking | $6 | $11 | $20 |

Advertisement and promotions

* Pre-game: Includes talk shows on live radio and TV broadcasts such as L.A. Laker TV, ESPN and NBA TNT.
* In-Game: During breaks various sponsors take center stage to advertise their brands through Half-court Shot challenges, Lakers trivia as well as youth team scrimmages.
* Post-Game: These events promote the involvement of the community through ticket redemption challenges.