TOPIC; Marketing: Event Management

Description

Choose and answer ANY 2 questions below. Each question must be at least 400 words (Total >800 words). Your assertions should be supported with at least 3 scholarly citations and/or reliable sources in Harvard format PER QUESTION. Please note that a list of references doesn’t count toward the word limit. Ambush marketing – A threat to corporate sponsorship Event sponsorship and ambush marketing: Lessons from the Beijing Olympics 1. Why is it important for firms to sponsor large sporting and cultural events? How can you relate to sponsorship benefits? 2. What is ambush marketing? How is it related to event sponsorship? How does it work in the mind of the consumer? Why has it become popular over time? 3. Can you find a few examples of ambush marketing (other than those in your readings)? What lessens can you as (existing and potential) sponsors learn from the examples you have found? Can you prevent ambush marketing? Then, how?