Sales in Sport: Developing a Sport Ticket Plan

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According to Pierce, Popp, and McEvoy (2017), “ticket sales are particularly foundational because attendance provides the fuel to drive the other revenue streams” (p. 3). As such, students must be familiar with the multifaceted sport product and pricing structures. Sport teams and events offer a number of ticket plans, depending on the needs of consumers (Pierce et al., 2017). For this group assignment, students will play the role of a ticket sales associate for a sport entity (e.g., team or event) with declining ticket revenue. The main purpose of this project is to propose a new, comprehensive ticket plan.