Part V Case Study Questions: Tracking Industry Changes

1) Where do you think your sport (whatever is your favorite sport to watch or play) is going in the United States and what financial or strategic challenges do you foresee?

2) What do you think will be the next big international break-out sport or entertainment trend and how can a company or team take advantage of those potential opportunities?

3) If you had to make the game of baseball more attractive for viewers and fans, what would you do and what do you think will be the impact?

4) What current trend in the sport or entertainment area do you think will fall into disfavor with the consumer population? What supports your argument and what would you do to possibly reverse that downward trend?