

*Examining the Marketing Strategies in Sports*

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Marketing in Sport has been skewed towards males since the dawn of modern television. The amount of marketing done for men compared to women can be noticed on any type of sports media. No matter what sport is being televised the marketing is generally targeted towards men. In this paper, we will discuss the marketing strategies that differentiate male and female sports. The purpose of this study is to examine the difference in marketing tactics for men and women within the sports industry. We will utilize a quantitative research method to collect data. The five authors of this study will conduct surveys with students around campus and fans of women's sports in general. We will use this data so that we can correlate the facts about how marketing impacts sports.