

WINDSOR SIXTH FORM SUMMER WORK



A Level Physical Education

Commercialisation in Sport

Commercialisation is “using sport with the sole intent to make money from doing so”

Task

Your task will be to investigate the impact that commercialisation has on the world of sport taking into account all of the stakeholders; the spectators, the players, the coaches and the sponsors. Some of the major concepts you will need to investigate are:

- TV coverage – impact on the sports
- Media coverage and its influence
- Sponsorship and Prize money
- Social Media and sport
- The increased usage of technology in sport

After reviewing and summarising the factors identified above it is for you to make a judgement in order to complete your research task

“Commercialisation is ruining sport!” Discuss this statement and include sporting examples to support your answer.

You can choose how to present the information – PowerPoint/article/ video blog/ leaflet/info graphic/documentary/interview.

Success Criteria:

- Discuss means give both sides of the argument – yes it is and no it is not.
- Specifically discuss the sections identified above.
- Review commercialisation from different stakeholder perspectives.
- Give examples from sport to expand on your point (AO2/AO3)

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