Socio-Cultural Influences Part 2 (Commercialisation)

Edexcel GCSE PE

PE Classroom

- Advantages of the Commercialisation on the Spectator
- Disadvantages of the Commercialisation on the Spectator
- Types of Sponsorship/Media with Examples
- Commercialisation/The Golden Triangle
- Disadvantages of the Commercialisation on the Performer
- Advantages of the Commercialisation on the Sport
- Advantages of the Commercialisation on the Performer
- Disadvantages of the Commercialisation on the Sponsor
- Advantages of the Commercialisation on the Sponsor
- Disadvantages of the Commercialisation on Sport