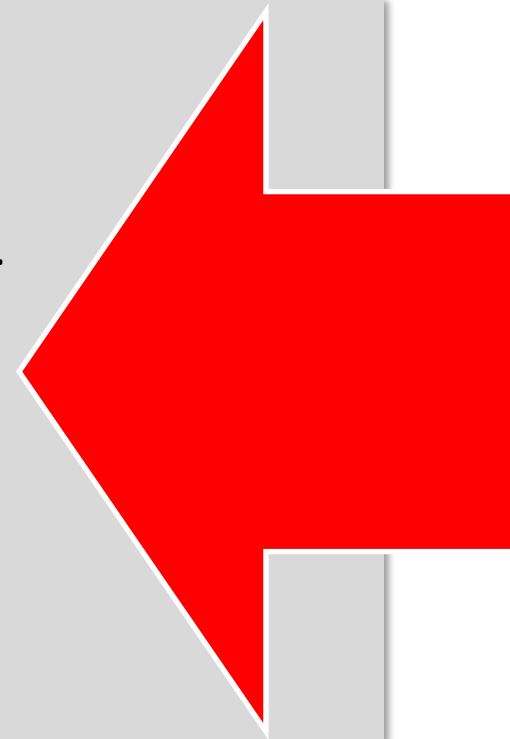


NOTE!

Assignment 11 has 24 questions, but it counts for 10 points in my final grade calculations. Submitting Assignment 11 will earn 10 points if it is complete and on time!

This assignment is all about thinking about “markets” – and what kinds of goods or services can be offered depending on the size of a given market area. In this case... it’s all about baseball! Why does Boston have a major league team... but Portland (ME) doesn’t?

You must submit your answers to the questions in Assignment 11 in Blackboard.



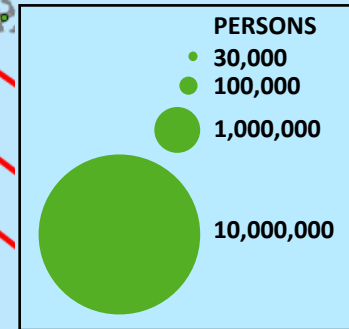
Assignment 11 Markets: Major and Minor League Baseball

MLB Teams, 2012



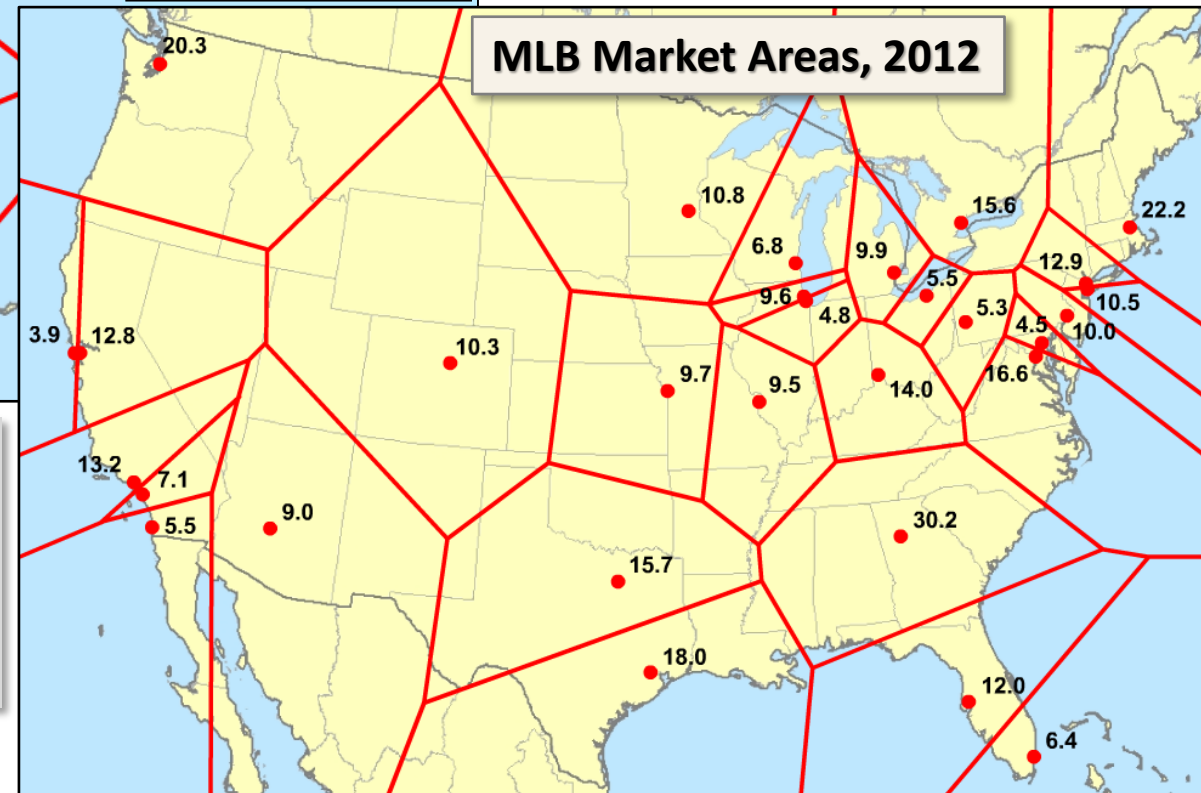
Reference map to locate
MLB teams (current,
since 2012)

Major City Populations, 2000

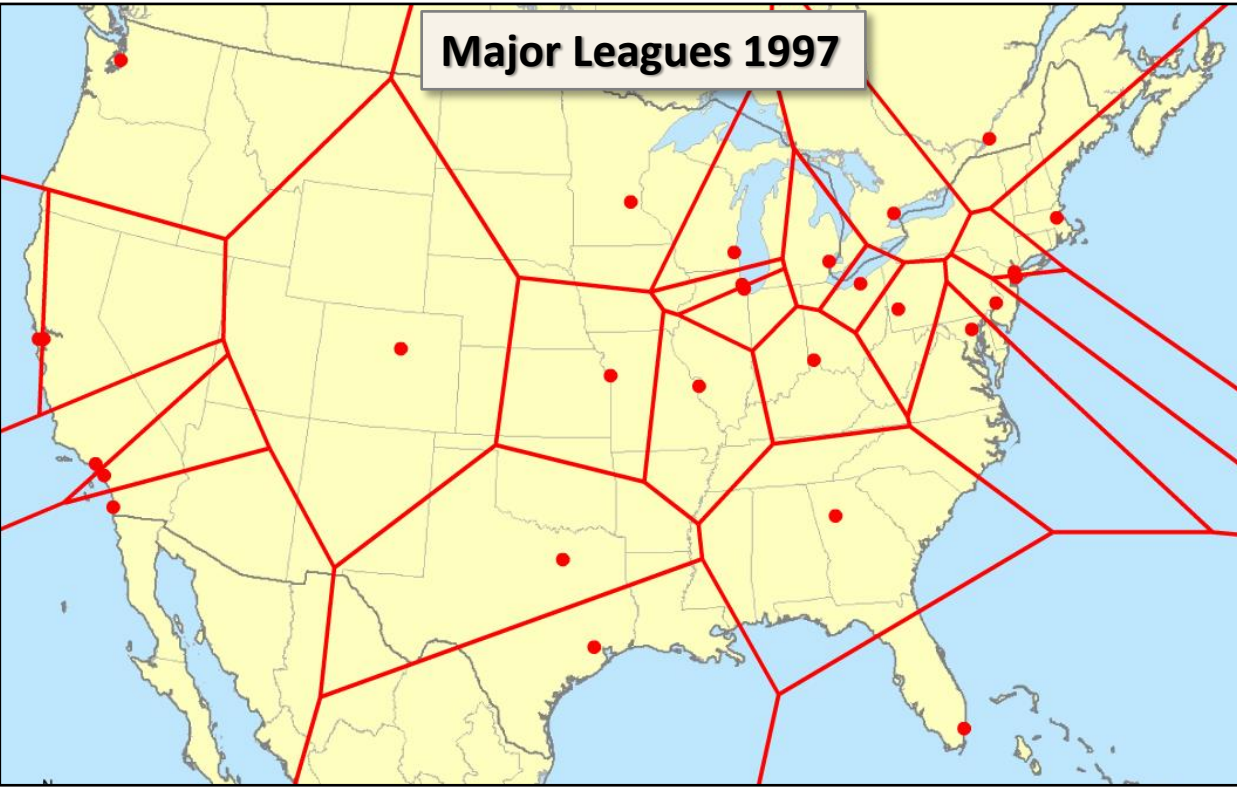


MLB Market Areas, 2012

1. What type of map is the map at top?
2. What city has the largest market area (see map at right)?
3. Why doesn't New York City have the largest MLB team market area?
4. Which team appears to have the smallest market?



Major Leagues 1997



Major Leagues 2012



5. What team was part of the MLB in 1997 that was not in 2012?
6. In 2012, how many MLB teams were not located in the US?
7. What team is not in the US?
8. How many new teams were added between 1997 and 2012? This includes either new expansion teams or relocated teams.
9. What are the new teams in the MLB in 2012?
10. How many US cities have more than 1 MLB team? (Note: only with teams that call the same city "home.")
11. What cities have more than 1 MLB team?

Future US Expansion

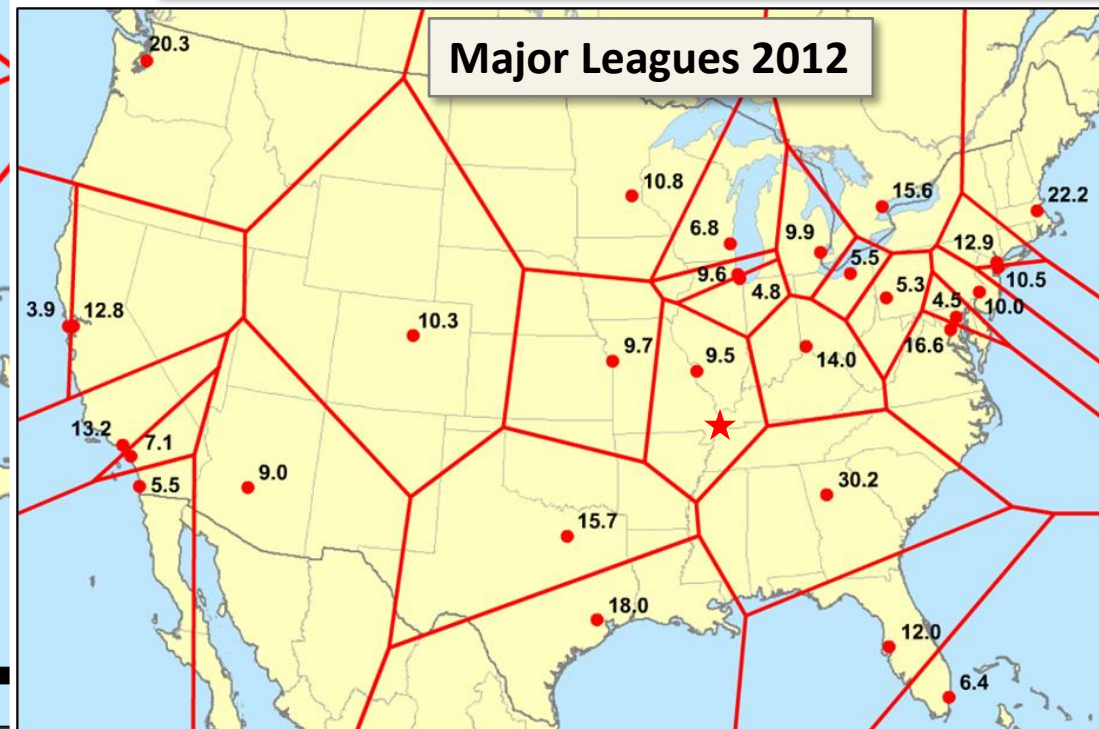
★ MEMPHIS ?

12. What would be the estimated market area population of Memphis, TN, if an MLB team located there?
13. Using the 2012 map below, how many teams would be affected by a new team locating in Memphis?
14. Which team would lose the most estimated market area population?
15. Which team would lose the largest share of its estimated market population (think in percentage terms for this)?

Major Leagues 2012



0 250 500

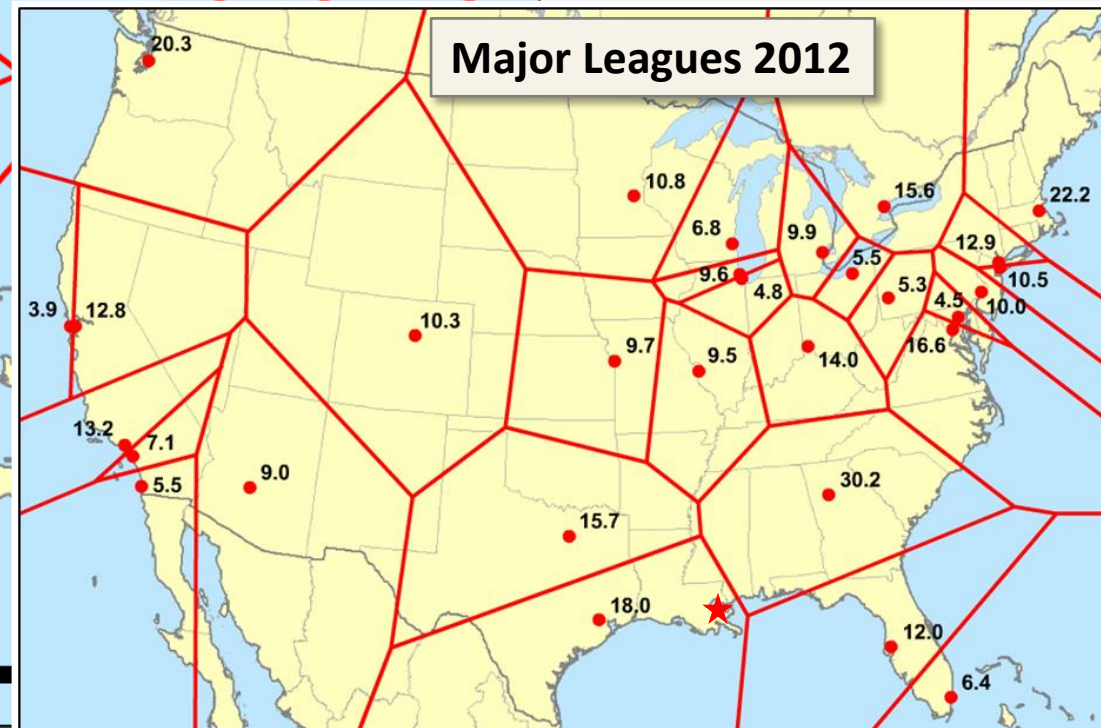
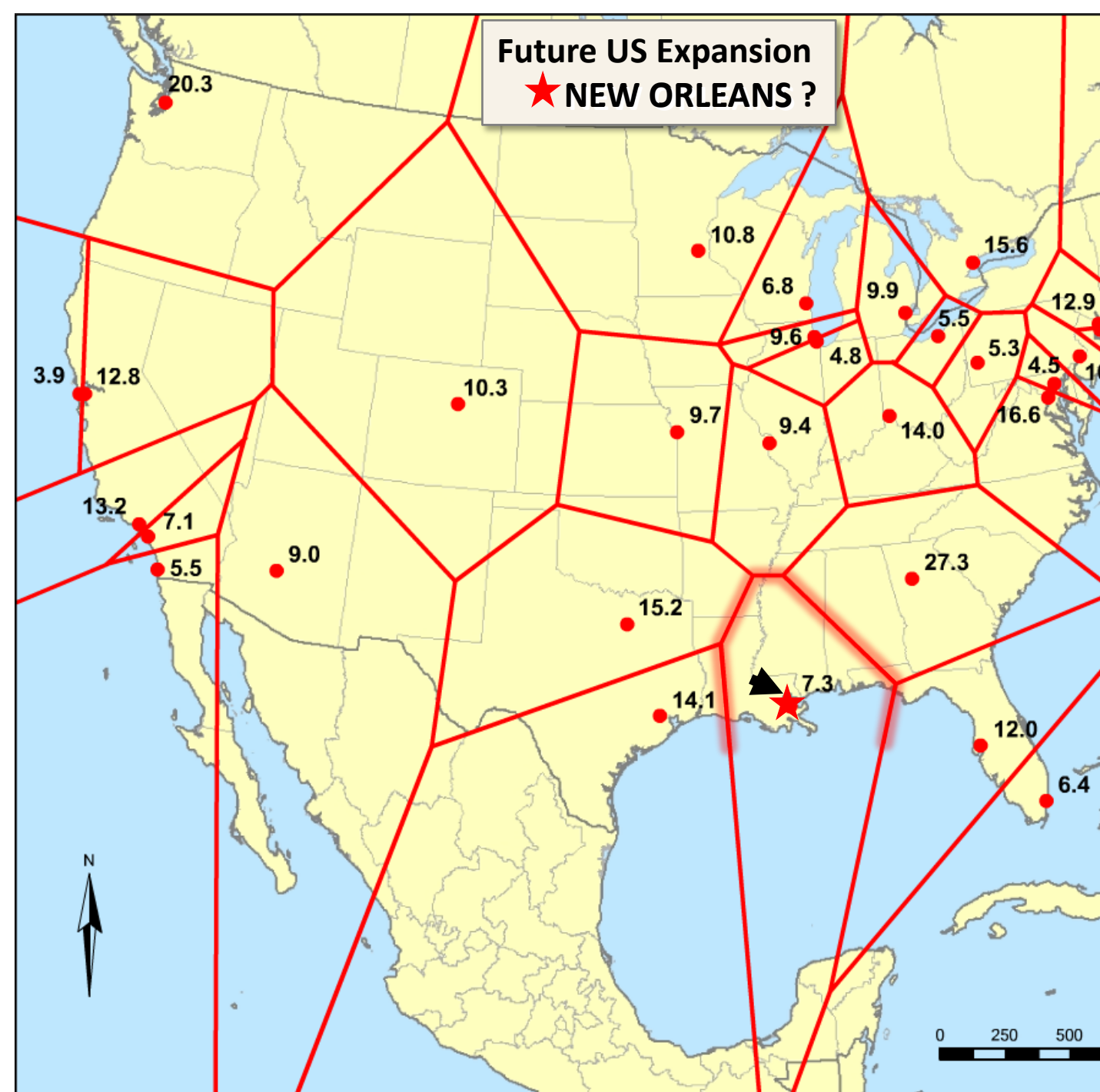


Future US Expansion

★ NEW ORLEANS ?

16. What would be the estimated market area population of New Orleans, LA, if an MLB team located there?
17. Using the 2012 map below, how many teams would be affected by a new team locating in New Orleans?
18. Which team would lose the most estimated market area population?
19. Which team would lose the largest share of its estimated market population (think in percentage terms for this)?
20. Based on this map and the one for Memphis before this... which city does it seem to make the most sense for MLB to locate a new team in?

Major Leagues 2012



Major and Minor League Teams, 2012

“Markets” (usually cities or towns) are “providers of functions – goods and services.” Baseball is a service (entertainment is defined as a service).

In the hierarchy of functions of markets, Major League Baseball is a higher order function; Minor League Baseball is a lower order function.

In fact, minor league teams are ranked (for example, AAA, AA...). AA teams are likely to be in larger markets than A teams... and AAA teams are likely to be in larger markets than AA teams...

**Major League
Team Market
Area borders
are RED lines**

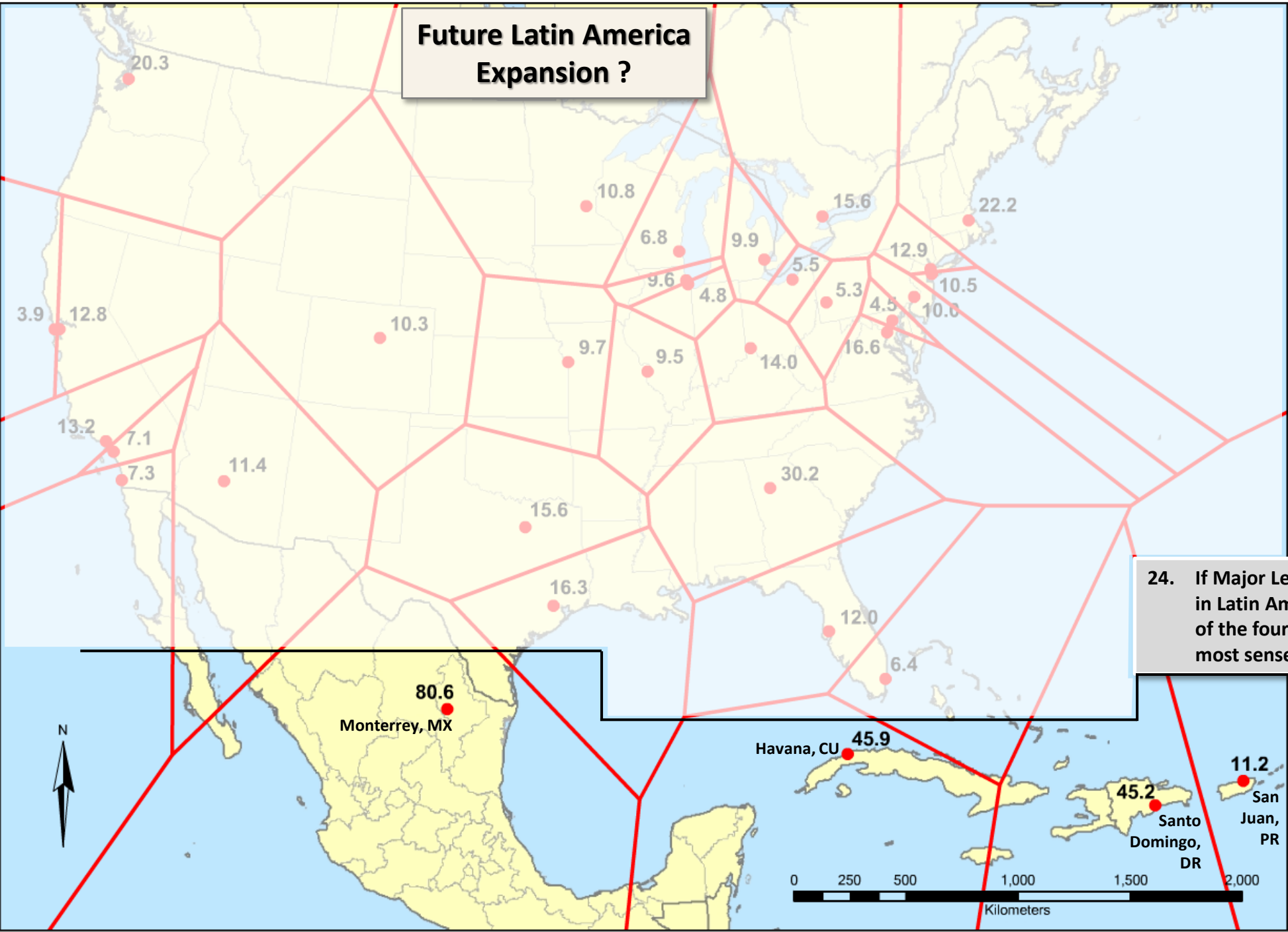
**Minor League
Team Market
Area borders
are BLUE lines**

21. Why are there so many more minor league teams than major league teams?
22. Why are the market areas for most of the minor league teams so much smaller than those for the major league teams?
23. Note the area in the western part of the US inside the black dotted line. Why are there no major league teams in that part of the country?



0 250 500 1,000
Kilomet

**Future Latin America
Expansion ?**



24. If Major League Baseball were to decide to expand in Latin America and/or the Caribbean, which two of the four markets shown here would make the most sense?

Submit your answers in Blackboard.