

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 10 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- T** 1. The game operations process begins in the creative minds of sports marketing professionals before any games are played.
- F** 2. Game attractiveness refers to the customer's perception of a specific segment of a game or event.
- F** 3. Game operations does not impact any other functions of the team's business endeavors.
- T** 4. The COVID-19 pandemic will likely change the future of the in-game fan experience.
- T** 5. Game attractiveness is a situational factor that varies from game to game and week to week.
- T** 6. The fan experience begins the moment when a consumer begins thinking about purchasing a ticket to a game or event.
- F** 7. Stadium amenities usually contribute to a negative spectator/fan experience.
- T** 8. Apps can help fans get the most out of the spectator experience.
- F** 9. The primary goal of game entertainment is to keep people employed.
- T** 10. Game operations help add value to sponsorship packages offered by teams.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- C.** 1. _____ refers to the planning, organization and execution of game production, presentation, entertainment and promotion.
 - a. Game time
 - b. Game entertainment
 - c. Game operations
 - d. None of the above
- D.** 2. Successful game operations can help the organization achieve its goals by _____.
 - a. Driving ticket sales
 - b. Increasing sponsorship sales opportunities
 - c. Generating publicity
 - d. All of the above

- B.** 3. The team mascot performing high flying slam dunks at half-time is an example of _____.
- Creative athleticism
 - Game entertainment
 - Game procedure strategies
 - All of the above
- A.** 4. _____ enhances the overall fan experience by keeping them involved in the event throughout the course of the entire game.
- Game entertainment
 - Game attraction
 - Game integrity
 - None of the above
- D.** 5. Which of the following is an event variable that contributes to game attractiveness?
- Give-aways
 - Traditions
 - Opening day
 - All of the above

Short Answer

- Provide three examples of areas where successful game operations can help an organization achieve its goals.

Game operations can help an organization achieve its goals by driving ticket sales, increasing sponsorship sales opportunities, generating publicity, assisting in customer service and enhancing the overall event experience, regardless of the game's outcome.

- List five elements of a game entertainment that could be incorporated into a sports marketer's game operations plan.

A game operations plan should be comprehensive and include, at a minimum, the following forms of game entertainment:

- National Anthem
- Half-time entertainment
- Careful execution of promotions
- Dance team/stunt team/cheer team integration
- Mascot coordination
- Management of entertainment (in-arena blimps etc.)

Essay

Students should thoughtfully develop the key concepts listed in the answer key below.

- Explain the role of game entertainment in the sports business model.

Game operations is an integral activity within the framework of a successful sports marketing organization as it can effectively assist the business in many areas, including ticket sales, sponsorship, publicity and customer service.