

**Sports & Entertainment Marketing
Year One Curriculum**

Unit 11 Learning Games:

Word Scramble (Answer Key)

Sports & Entertainment Communications Key Terms

| | Scramble | Answer |
|---|------------------|------------------|
| 1 | pbiylitcu | publicity |
| 2 | ononfiatud | foundation |
| 3 | olglwido | goodwill |
| 4 | SDI | SID |
| 5 | spsre reeaesl | press release |
| 6 | essrp foecenecrn | press conference |
| 7 | eidma lionrsaet | media relations |