

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 12 EXAM – Answer Key

True/False

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

- F** 1. In the United States, the sports industry alone accounts for over 75 million jobs.
- T** 2. Many major corporations like Pepsi, Coca Cola, Visa, American Express, and Federal Express employ individuals to manage their promotional campaigns, domestic and global sponsorship efforts as well as domestic and international sporting events and entertainment.
- T** 3. Careers in sports business focus on helping the organization achieve its financial goals in some way, shape or form.
- F** 4. Specific job functions within the entertainment industry would not include any financial management or legal work.
- T** 5. Cover letters, job interviews and resumes are valuable employment tools for both the employer and prospective employee.
- T** 6. Sports operations careers are more involved with what happens on the court or field and less involved with the business aspect of the field.
- F** 7. If the cover letter has been written effectively, the employer will briefly skim the applicant's resume.
- F** 8. After a job interview, a prospective employee should wait about a month to place a follow up call.
- T** 9. Ticket sales, Sponsorship sales, Marketing and PR/Communications are examples of potential sports business careers.
- F** 10. Personal achievements should not be included in a resume as they are better left for discussion during the interview process.
- T** 11. Although the competition for careers in sports and entertainment business is extremely competitive, forecasts indicate that the field will continue to experience rapid growth.
- F** 12. Use of social media such as Facebook and LinkedIn are not good resources to use in order to build your personal career network.
- T** 13. Recreation and fitness careers often times offer opportunities in operations (such as trainers) and in business (sales representatives).

- F** 14. Because of the narrow range of industry segments covered, recreation and fitness careers offer few job opportunities.
- F** 15. Painting, sculpting and illustration are categories of the gaming segment within the entertainment industry.

Multiple Choice

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

- C.** 1. Which of the following should be included in a resume?
- a. Desired salary or compensation
 - b. Job description
 - c. Contact information
 - d. All of the above
- D.** 2. How can individuals make themselves more marketable for future job openings?
- a. Gaining industry experience
 - b. Demonstrating a desire to learn
 - c. Researching the industry on the internet and reading trade journals
 - d. All of the above
- C.** 3. Resumes that are not well prepared will likely lead to _____.
a. A job interview b. Careful review
c. Being discarded d. None of the above
- D.** 4. The _____ tells the employer the type of position you're seeking and specifically how qualified an applicant is to fill the job opening.
a. Resume b. Interview
c. Application d. Cover letter
- D.** 5. Cover letters should _____.
a. Be addressed to prospective employer
b. Highlight specific, applicable achievements
c. Reaffirm interest in position
d. All of the above
- A.** 6. _____ is a segment of the entertainment industry.
a. Gaming b. Equipment management
c. Game operations d. Sporting goods
- D.** 7. A career in marketing or communications could include work in the _____.
a. NHL b. Sports industry
c. Entertainment industry d. All of the above
- B.** 8. Nike, Spalding, Wilson and Reebok are examples of a sporting goods _____.
a. Wholesaler b. Manufacturer
c. Retailer d. None of the above

- C.** 9. Careful preparation for the _____ is essential for prospective employees.
- a. First day on the job
 - b. Career builder
 - c. Interview
 - d. None of the above
- A.** 10. The United States Youth Soccer Association is an example of a _____.
- a. Sports association
 - b. Sports marketing firm
 - c. Specialty service
 - d. None of the above
- B.** 11. The process of gaining the skills and knowledge necessary for, in the short term, beginning a career in a desired field and, in the long term, creating opportunities for career advancement is known as _____.
- a. Network building
 - b. Career development
 - c. Career enhancement
 - d. None of the above
- B.** 12. The _____ provides background information about a prospective employee.
- a. Job interview
 - b. Resume
 - c. Cover letter
 - d. None of the above
- B.** 13. An individual should bring a copy of the _____ for an interviewer.
- a. Cover letter
 - b. Reference list
 - c. Job description
 - d. All of the above
- A.** 14. Industry books, magazines, periodicals and trade journals are examples of _____ available to any job seeker.
- a. Resources
 - b. Guidance counselors
 - c. Career centers
 - d. All of the above
- D.** 15. Specialty services offered by sports marketing firms often include _____.
- a. Sports law
 - b. Advertising
 - c. Event management / marketing
 - d. All of the above

Short Answer

1. Name the four primary career segments available in the sports industry.

Sports operations (management) careers, corporate sports marketing careers, sports business careers and recreation/fitness careers.

2. List three things a young professional can do now to begin preparing themselves for a career in sports and entertainment.

Early preparation could include a personal skills assessment, carefully matching skills with interests, researching, learning more about the industry, becoming an expert in the field, networking, gaining experience and initiating contact to get a foot in the door with a job, internship or as a volunteer.

3. Briefly explain what the future holds for the SEM job market.

Although the competition for careers in sports and entertainment business is fierce, the field has experienced and will continue to experience rapid growth

4. List three potential job functions within the entertainment industry.

Job functions in the entertainment industry could include marketing, sales, financial management, legal work, consulting, negotiations, personnel management, general maintenance and distribution (to name a few).

Please note that this question could result in a number of different answers.

Essay

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

1. An opening for an internship with your dream sports or entertainment organization has recently been posted in the school newspaper. Prepare a rough draft of a brief, three paragraph cover letter expressing interest in the position.

An effective cover letter will:

- Draw the attention of the reader
- Encourage careful review of the resume
- Successfully highlight key personal achievements
- Explain why the candidate's skill set is an effective match for the position

All cover letters should:

- Be addressed to prospective employer
- Specifically identify the position being offered
- Include a description of skill matches (qualifications)
- Highlight specific, applicable achievements
- Reaffirm interest in position
- State willingness and desire to meet face to face (interview)