

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 2 EXAM – Answer Key

True/False

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

- T** 1. Marketing is developing, promoting, and distributing products that satisfy customer needs and wants.
- T** 2. The term marketing encompasses many business activities, such as selling, promotion and publicity.
- T** 3. Cross Promotion is the convergence of two entertainment properties working together to market products or services.
- T** 4. Creating a budget for a company's marketing plan or analyzing the cost effectiveness of particular promotions is considered functions of financing.
- F** 5. Sports and entertainment products are non-perishable products.
- F** 6. The event triangle refers to the relationship between a company and an athlete or celebrity.
- T** 7. The process of working with government officials to provide public support for an event could be considered part of event marketing.
- T** 8. To elevate levels of fandom, it is important for sports and entertainment business professionals to develop effective fan engagement strategies.
- F** 9. Copyrights and trademarks would be considered tangible product attributes.
- T** 10. Customer loyalty is a customer decision to become a repeat consumer of a particular product or brand.
- T** 11. Beyonce performing at Super Bowl's half-time show is an example of cross promotion.
- T** 12. Distribution is the process of determining how best to get products and services to consumers.
- F** 13. Sports consumers already know the outcome of the event in which they are participating before the event takes place.
- T** 14. One similarity between sports and entertainment is that each activity is one that entertains or occupies our time.

- F** 15. Sports marketing and sports management refers to the same practices.
- T** 16. Entertainment marketing is the process of developing, promoting, and distributing products, or goods and services, to satisfy customer's needs and wants through entertainment, or any diversion, amusement, or method of occupying time.
- T** 17. Leisure time is the time available to people when they are not working or assuming responsibilities.
- T** 18. A local blues festival and local ballet provide an example of the competition for the entertainment dollar.
- F** 19. Coca-Cola's sponsorship of the Olympics is an example of the marketing of sports.
- F** 20. The NHL's Carolina Hurricanes strategy to offer payment plans to ticket buying customers is an example of distribution.

Multiple Choice

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

- A.** 1. _____ is defined as a source of diversion or physical activity engaged in for pleasure.
 - a. Sports
 - b. Entertainment
 - c. Pro Wrestling
 - d. Film producing
- D.** 2. Which of the following is NOT a function of marketing?
 - a. Pricing
 - b. Distribution
 - c. Promotion
 - d. Tangible Product
- C.** 3. Film, radio, television and music are all examples of _____.
 - a. Sports
 - b. Artistic Influence
 - c. Entertainment
 - d. Publicity
- B.** 4. Sports and entertainment products are unique in that they are both _____.
 - a. Expensive
 - b. Perishable
 - c. Unrealistic
 - d. Fun
- D.** 5. Which of the following are examples of event marketing?
 - a. Marketing the event to athletes to secure their participation
 - b. Marketing the event to corporations to urge sponsorship and general event support
 - c. Creating a publicity strategy incorporating a plan to utilize the media to increase coverage of the event
 - d. All of the above
- C.** 6. Without sponsorships and corporate support, many events would _____.
 - a. Sell out
 - b. Not sell out
 - c. Not be profitable
 - d. Be profitable

- A.** 7. Which of the following is not considered to be one of the 5 P's of Event Marketing?
- a. Pricing
 - b. Product
 - c. Promotion
 - d. Participation
- D.** 8. Three key components of the event triangle include ____:
- a. Event, promotion, publicity
 - b. Event, spectator, promotion
 - c. Event, ticket sales, sponsor
 - d. Event, sponsor, spectator
- A.** 9. _____ is money left to spend after necessary expenses are paid.
- a. Discretionary Income
 - b. Dispensable Income
 - c. Disposable Income
 - d. None of the above
- C.** 10. Which of the following would be considered an example of an intangible attribute?
- a. Copyright
 - b. Football
 - c. The "thrill" of winning a competition
 - d. Tickets to a Kygo show
- A.** 11. A long-term relationship management strategy focused on interactions between fan (consumer) and sports property which helps strengthen the connection between the two parties and bolster levels of brand loyalty is known as ____.
- a. Fan engagement
 - b. A loyalty rewards program
 - c. Fan connection
 - d. A and B above
- D.** 12. The key differences between sports and entertainment involve ____:
- a. Being scripted
 - b. Emotion
 - c. Spontaneity
 - d. All of the above
- B.** 13. _____ can be defined as the process of gathering and using information about customers to improve business decision making.
- a. Selling
 - b. Marketing Information-Management
 - c. Product Management
 - d. Pricing
- D.** 14. Technology has advanced the role of sports and entertainment marketing in many ways including ____:
- a. On-demand distribution
 - b. The broadcast experience
 - c. Virtual reality
 - d. All of the above
- D.** 15. The Topps Trading Card company selling digital trading cards on-demand capture iconic moments as they happen in real-time best represents an example of which marketing function?
- a. Pricing
 - b. Promotion
 - c. Financing
 - d. Distribution
- A.** 16. The Chicago Bulls selling special "Holiday" ticket packages to fans is an example of ____:
- a. Marketing of sports
 - b. Marketing through sports
 - c. Entertainment Marketing
 - d. Publicity

- A.** 17. The role of corporate support in event marketing has _____
in the past few decades.
a. Increased b. Decreased
c. Remained status quo d. Developed
- A.** 18. Which of the following is NOT one of the key differences between sports and entertainment?

a. Fan interest b. The emotional attachment
c. Being unscripted d. Levels of customer loyalty
- C.** 19. _____ refers to the process of assigning a value to products and services on the basis of supply and demand.
a. Marketing b. Financing
c. Pricing d. Economics
- D.** 20. An Audi vehicle making an appearance in the film *Iron Man* is an example of ____:
a. Sponsorship b. Product Integration
c. Unethical advertising d. Product Placement

Matching

Match each item with the correct corresponding definition below.

- | | | | | | |
|----|------------------|----|-----------------|----|----------------|
| a. | Marketing | b. | Sports Industry | c. | Entertainment |
| d. | Leisure Time | e. | Tangible | f. | Event Triangle |
| g. | Call Center | h. | Distribution | i. | Sports Product |
| j. | Sports Marketing | | | | |

- B.** 1. The market in which the businesses and products offered to its buyers are sport related and may be goods, services, people, places or ideas.
- E.** 2. Goods and services that are capable of being physically touched.
- C.** 3. Whatever people are willing to spend their money and spare time viewing rather than participating.
- G.** 4. A physical location where calls are placed, or received, in high volume for the purpose of sales, marketing, customer service; typically through the use of telemarketers.
- H.** 5. Determining how best to get products and services to consumers.
- D.** 6. The time available to people when they are not working or assuming responsibilities, often times referred to as "free time".
- J.** 7. The act of using sports as a platform to market products or services and increase sales or the process of marketing and selling of the sports property itself.
- I.** 8. The goods and services designed to provide benefits to a sports spectator, participant or sponsor.

- F.** 9. Emphasizes the relationships between producers and consumers in the sports marketing model.
- A.** 10. The process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants.

Short Answer

1. List three examples of entertainment.

Examples of entertainment could include Riding the "Superman: Ultimate Flight" ride at Six Flags Great America, attending a New York Yankees baseball game, reading Dan Brown's best selling novel, The DaVinci Code, visiting the local zoo, going to a Kelly Clarkson or Jack Johnson concert, listening to the newest Outkast song on your mp3 player or watching the Broadway musical "Rent".

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

2. List three examples of sports products/services.

Examples of sports products/services could include licensed merchandise, sports participation, equipment and apparel, promotional items, sports facilities, marketing research and management services.

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

3. List and define three primary functions of marketing.

The seven primary functions of marketing include: Pricing, distribution, promotion, financing, selling, marketing information-management and product/service management.

4. Explain what characteristics make sports and entertainment products unique.

The characteristics that make sports and entertainment products unique are characteristics shared with services in that they can be perishable and intangible.

5. Clarify what is meant by the competition for entertainment dollars.

Competition for the entertainment dollar is a reference to the many entertainment options available to the consumer today. The role of the sports and entertainment marketer is to find ways for consumers to spend those dollars with their organization.

6. Identify two examples of fan engagement strategies.

- Content marketing (unique and original branded programming)
- Social media marketing
- Digital marketing
- Apps, podcasts, augmented and virtual reality etc.
- Interactive experiences
- Live streams, events etc.
- Behind-the-scenes access

7. Explain the difference between the marketing of sports and marketing through sports.

Marketing through sports and entertainment occurs when companies use sports and entertainment as a

vehicle to gain exposure for their products. The marketing of sports and entertainment is the marketing of the sports and entertainment products themselves.

Essay

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

1. Identify one specific example of something you would do as a sports and entertainment marketing professional to engage fans if you were working for your favorite sports team.

* Student answers will vary

2. Explain how technology has affected sports and entertainment marketing.

Technology has advanced the role of entertainment marketing in many ways, including the advent of MP3 technology, online and on-demand video distribution, streaming audio and video capabilities. Ultimately, technology has impacted sports and entertainment marketing by making sports and entertainment products and services available for consumption via the Internet.

3. Explain what differentiates sports from entertainment.

The key differences between sports and entertainment include:

- 1) Sports are unscripted
- 2) Consumers have more emotional attachment to sports products/services
- 3) Sports consumers tend to have higher levels of customer loyalty

4. What is cord cutting? How do you think the COVID-19 pandemic will impact the future of cord cutting?

* Student answers will vary