

Sports & Entertainment Marketing Year One Curriculum

Unit 2 Word Find



Directions:

Find the following unit one key terms and names of industry pioneers in the word find box above. Terms may be forward, backward, horizontal, vertical or diagonal. Circle the words when you find them.

CUSTOMER LOYALTY
EVENT TRIANGLE
MARKETING
PRODUCT
TANGIBLE

DISTRIBUTION
FINANCING
PERISHABILITY
PROMOTION

ENTERTAINMENT
LEISURE TIME
PRICING
SELLING

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Unit 2 Word Find Solutions

L	E	I	S	U	R	E	T	I	M	E	C	+	+	+
+	+	G	N	I	C	N	A	N	I	F	U	+	E	Y
+	+	+	E	+	+	+	+	+	+	+	S	N	+	T
+	+	S	L	+	N	+	+	+	+	+	T	N	+	I
+	+	E	B	+	+	O	+	+	+	E	O	+	+	L
M	+	L	I	+	+	+	I	+	R	I	M	+	+	I
A	E	L	G	N	A	I	R	T	T	N	E	V	E	B
R	+	I	N	+	+	+	A	U	O	T	R	+	+	A
K	+	N	A	+	+	I	B	+	C	M	L	+	+	H
E	+	G	T	+	N	I	+	U	+	+	O	+	+	S
T	+	+	+	M	R	+	D	+	+	+	Y	R	+	I
I	+	+	E	T	+	O	+	+	+	+	A	+	P	R
N	+	N	S	P	R	I	C	I	N	G	L	+	+	E
G	T	I	+	P	+	+	+	+	+	+	T	+	+	P
+	D	+	+	+	+	+	+	+	+	+	Y	+	+	+

SOLUTIONS: (Over,Down,Direction)

CUSTOMER LOYALTY (12,1,S)
DISTRIBUTION (2,15,NE)
ENTERTAINMENT (14,2,SW)
EVENT TRIANGLE (14,7,W)
FINANCING (11,2,W)
LEISURE TIME (1,1,E)
MARKETING (1,6,S)

PERISHABILITY (15,14,N)
PRICING (5,13,E)
PRODUCT (5,14,NE)
PROMOTION (14,12,NW)
SELLING (3,4,S)
TANGIBLE (4,10,N)