

Name _____

**Sports & Entertainment Marketing
Year One Curriculum**

Class Period _____

Unit 4 Word Find

S	E	G	M	E	N	T	A	T	I	O	N	G	O	N	I	P	N	T	S
N	U	D	B	E	E	N	R	D	B	Q	G	Z	G	D	P	T	W	Z	R
B	R	F	X	X	J	O	M	Q	E	M	Y	W	X	Z	X	Q	J	B	C
O	E	V	W	I	I	N	F	F	Z	B	X	I	H	U	N	O	T	G	N
O	M	J	U	W	U	D	J	T	E	L	M	G	Y	P	S	I	M	S	Z
I	U	D	N	S	P	V	R	N	Z	G	C	Q	T	S	C	O	C	S	J
S	S	E	C	O	R	P	E	G	N	A	H	C	X	E	I	P	K	H	W
S	N	U	A	I	I	F	R	I	Y	G	C	W	D	Q	H	O	M	J	E
X	O	S	K	D	I	T	T	E	F	B	I	X	U	H	P	S	J	T	M
T	C	O	O	T	V	E	A	Z	M	L	B	S	W	B	A	I	T	I	G
M	C	W	S	J	K	E	I	I	E	O	V	E	A	A	R	T	V	L	P
I	W	U	M	R	B	T	R	G	T	X	T	Q	Z	Z	G	I	W	T	H
H	C	R	A	E	S	E	R	T	R	N	D	S	W	P	O	O	A	X	B
J	J	M	D	Y	T	F	Q	C	I	F	E	G	U	A	M	N	N	Q	U
G	I	E	A	E	G	K	B	J	I	S	B	R	M	C	E	I	T	Y	K
R	I	O	G	K	N	P	V	R	Q	T	I	U	E	N	D	N	S	C	S
L	G	R	N	E	E	D	S	A	Q	T	G	N	L	F	I	G	X	H	A
T	A	S	I	B	Q	H	F	Y	S	B	Y	Q	G	X	F	Y	E	O	T
T	V	N	Q	G	G	U	R	X	H	Y	V	Y	W	M	P	I	T	E	E
T	X	K	X	R	V	O	V	C	J	V	R	T	C	Z	N	M	D	E	A

Word Find Activity 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.

ADVERTISING

CUSTOMER

EXCHANGE PROCESS

NICHE

SEGMENTATION

BENEFITS

DEMOGRAPHICS

MARKETING MIX

POSITIONING

TARGET

CONSUMER

DIFFERENTIATION

NEEDS

RESEARCH

WANTS

Sports & Entertainment Marketing Year One Curriculum

Unit 4 Word Find Solutions

+	+	+	S	C	I	H	P	A	R	G	O	M	E	D	G	+	+	+	T	
+	X	P	O	S	I	T	I	O	N	I	N	G	+	N	+	+	+	N	A	
+	+	I	+	+	+	+	+	+	+	+	+	+	I	+	+	+	E	O	R	
S	B	+	M	+	+	+	+	+	+	+	+	S	+	+	+	X	+	I	G	
+	T	E	+	G	+	+	+	+	+	+	+	I	+	+	+	C	+	+	T	E
+	+	N	N	+	N	+	+	+	+	T	+	+	+	H	+	+	+	A	T	
+	+	+	A	E	+	I	+	+	R	+	+	+	A	+	+	+	+	T	+	
+	+	+	+	W	F	+	T	E	+	+	+	N	+	+	+	+	+	N	+	
+	+	+	+	+	+	I	V	E	+	+	G	+	+	+	+	+	+	E	+	
+	+	+	+	+	+	D	T	+	K	E	+	+	+	+	+	N	+	M	+	
+	+	+	+	+	A	+	+	S	P	R	+	+	+	+	I	+	+	G	+	
+	+	+	+	+	+	+	+	R	+	+	A	+	+	C	+	+	+	E	+	
+	+	+	+	+	+	+	O	+	+	+	+	M	H	+	+	+	+	S	+	
+	+	+	+	+	+	C	+	+	+	+	+	E	+	+	+	+	+	+	+	
+	+	+	+	+	E	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
+	+	+	+	S	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
+	+	+	S	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
S	D	E	E	N	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	

SOLUTIONS: (Over,Down,Direction)

ADVERTISING	(6,11,NE)
BENEFITS	(2,4,SE)
DEMOGRAPHICS	(15,1,W)
EXCHANGE PROCESS	(18,3,SW)
MARKETING MIX	(13,13,NW)
NEEDS	(5,20,W)
NICHE	(17,10,SW)
POSITIONING	(3,2,E)
SEGMENTATION	(19,13,N)
TARGET	(20,1,S)
WANTS	(5,8,NW)