

Name \_\_\_\_\_

**Sports & Entertainment Marketing  
Year One Curriculum**

Class Period \_\_\_\_\_

**Unit 5 Word Find**

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

**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.*

BALANCE SHEET

BUDGET

EXECUTIVE SUMMARY

FORECAST

INCOME STATEMENT

MARKETING PLAN

MISSION STATEMENT

OPPORTUNITIES

PRODUCT PLANNING

SITUATION ANALYSIS

STRENGTHS

THREATS

WEAKNESSES

## Sports & Entertainment Marketing Year One Curriculum

### Unit 5 Word Find Solutions

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

### **SOLUTIONS: (Over,Down,Direction)**

BALANCE SHEET	(19,13,N)
BUDGET	(9,6,NW)
EXECUTIVE SUMMARY	(16,9,W)
FORECAST	(1,1,S)
INCOME STATEMENT	(20,15,N)
MARKETING PLAN	(18,3,S)
MISSION STATEMENT	(5,1,E)
OPPORTUNITIES	(18,2,W)
PRODUCT PLANNING	(1,14,E)
SITUATION ANALYSIS	(17,7,W)
STRENGTHS	(5,3,SE)
THREATS	(14,3,W)
WEAKNESSES	(3,13,E)