

**Sports & Entertainment Marketing  
Year One Curriculum**

**Unit 5 Learning Games:**

**Word Scramble (Answer Key)**

**Marketing Plan Key Terms (Solutions)**

	Scramble	Answer
1	dubtge	<b>budget</b>
2	trceafos	<b>forecast</b>
3	STWO	<b>SWOT</b>
4	inmssoi	<b>mission</b>
5	hgnetstr	<b>strength</b>
6	naeeswsk	<b>weakness</b>
7	protpuyniot	<b>opportunity</b>
8	traeht	<b>threat</b>
9	nnnfaiigc	<b>financing</b>