

*Sports & Entertainment Marketing Curriculum***UNIT 1 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- \_\_\_\_\_ 1. Industry experts predict the COVID-19 pandemic will propel immediate growth in the sports and entertainment industry.
- \_\_\_\_\_ 2. There are more sports and entertainment options available today to both consumers as participants and as spectators than ever before.
- \_\_\_\_\_ 3. Because events like the National Spelling Bee and 4<sup>th</sup> of July Hot Dog Eating Competition are not considered to be traditional sporting events, they do not receive coverage from networks like ESPN.
- \_\_\_\_\_ 4. The sports and entertainment marketing field has grown with fan support and consumer willingness to spend discretionary income on sports.
- \_\_\_\_\_ 5. Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as “superfans”.
- \_\_\_\_\_ 6. Teams have fewer outlets available to them to drive revenue than they did when the field emerged in the early 1900s.
- \_\_\_\_\_ 7. Sports and entertainment business is covered by media with more frequency now than in the early 1900s.
- \_\_\_\_\_ 8. Sports and entertainment products and services have international appeal.
- \_\_\_\_\_ 9. The value of a professional sports franchise rarely increases over time.
- \_\_\_\_\_ 10. The sports industry ranks among the top five industries in overall revenue.
- \_\_\_\_\_ 11. Your cable bill is impacted more by sports programming than any other channel like FX or Comedy Central.
- \_\_\_\_\_ 12. Michael Jordan is not considered a pioneer in the history of sports and entertainment marketing.
- \_\_\_\_\_ 13. Thousands of Harry Potter fans camping out in line before the premier of the final Film, “Harry Potter and the Deathly Hallows: Part 2” is an example of Fandom.
- \_\_\_\_\_ 14. William France Sr. founded the National Association of Stock Car Auto Racing (NASCAR).
- \_\_\_\_\_ 15. Hosting exhibition events in International markets will not help a professional sports league like the NBA to expand its fanbase.
- \_\_\_\_\_ 16. The number of visitors to theme parks globally has steadily declined over the last decade.
- \_\_\_\_\_ 17. Many media rights deals provide exclusive coverage rights.

- \_\_\_\_\_ 18. Media rights are important to sports and entertainment properties because of revenue.
- \_\_\_\_\_ 19. Media refers to a means of communicating a message to large numbers of people.
- \_\_\_\_\_ 20. Nielsen is the name of a company that provides popcorn to movie theaters.

### Multiple Choice

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

- \_\_\_\_\_ 1. The increase in \_\_\_\_\_ is credited for the tremendous growth experienced by the sports and entertainment industry
- |                        |                           |
|------------------------|---------------------------|
| a. Sports participants | b. People watching sports |
| c. Attendance          | d. All of the above       |
- \_\_\_\_\_ 2. \_\_\_\_\_ refers to a means of communicating a message to large numbers of people.
- |              |                |
|--------------|----------------|
| a. Media     | b. Selling     |
| c. Promotion | d. Advertising |
- \_\_\_\_\_ 3. Which of the following provided revenue sources in the early days of team sports?
- |                       |                     |
|-----------------------|---------------------|
| a. Concessions        | b. Sponsorship      |
| c. Luxury Suite Sales | d. All of the above |
- \_\_\_\_\_ 4. Which of the following does NOT provide revenue sources in team sports today?
- |                         |                                    |
|-------------------------|------------------------------------|
| a. Ticket sales         | b. Individual athlete endorsements |
| c. Television contracts | d. Sponsorship                     |
- \_\_\_\_\_ 5. \_\_\_\_\_ indicates that we will see continued growth in the sports and entertainment industry.
- |  |
|--|
| a. A substantial rise in the sale of music videos                      |
| b. Apple's I-Tunes music store selling over 20 million music downloads |
| c. The NBA offering All-Star balloting for in 17 different languages   |
| d. All of the above  |
- \_\_\_\_\_ 6. *Sports Illustrated* was launched in what year?
- |         |         |
|---------|---------|
| a. 1921 | b. 1935 |
| c. 1954 | d. 1979 |
- \_\_\_\_\_ 7. The acronym SEM stands for \_\_\_\_\_.
- |                             |                                     |
|-----------------------------|-------------------------------------|
| a. Sports & Event Marketing | b. Sports & Entertainment Marketing |
| c. Sporting Event Marketing | d. None of the above                |
- \_\_\_\_\_ 8. Which area of the sports industry generates the most revenue?
- |                   |                          |
|-------------------|--------------------------|
| a. Sporting goods | b. Licensed merchandise  |
| c. Advertising    | d. Professional services |
- \_\_\_\_\_ 9. Which of the following most closely describes what Fandom is?
- |                              |                         |
|------------------------------|-------------------------|
| a. A place where fans gather | b. A subculture of fans |
| c. A character from a movie  | d. None of the above    |

- \_\_\_\_\_ 10. In 1946, the \_\_\_\_\_ became the first sporting event to be televised to a national audience and was viewed by a record 140,000 people.
- Chicago Cubs baseball game versus the Cardinals
  - Soccer match between the United States and Brazil
  - NBA Finals game between the Philadelphia Warriors and the Chicago Stags
  - Heavyweight fight between Joe Louis and Billy Conn
- \_\_\_\_\_ 11. Pierre de Coubertin, Mark McCormack and Michael Jordan are all considered \_\_\_\_\_.
- Sports industry pioneers
  - Entertainment industry pioneers
  - Rich and famous
  - None of the above
- \_\_\_\_\_ 12. According to Forbes annual ranking, which franchise is the most valuable team in the world?
- Fan engagement
  - A loyalty rewards program
  - Fan connection
  - A and B above
- \_\_\_\_\_ 13. The Olympic Games became commercialized and made profitable for the first time in \_\_\_\_\_.
- 1956
  - 1972
  - 1984
  - 1992
- \_\_\_\_\_ 14. Disneyland opened in Anaheim, California in \_\_\_\_\_:
- 1945
  - 1955
  - 1965
  - 1975
- \_\_\_\_\_ 15. Jim Henson created \_\_\_\_\_.
- The Muppets*
  - Kermit the Frog
  - Sesame Street*
  - All of the above

### Short Answer

- Identify three factors that contributed to the growth of the sports and entertainment industry.
- Explain why the NBA would want to play games in countries like France, India or China.
- Describe the concept of fandom and provide an example of how it impacts you, personally, as a consumer:
- Identify three important dates in the history of sports marketing.

5. Identify three important dates in the history of entertainment marketing.

### **Essay**

1. Explain how media has contributed to industry growth.
  
  
  
  
  
  
  
  
  
  
2. 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.