

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 1 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- F** 1. Industry experts predict the COVID-19 pandemic will propel immediate growth in the sports and entertainment industry.
- T** 2. There are more sports and entertainment options available today to both consumers as participants and as spectators than ever before.
- F** 3. Because events like the National Spelling Bee and 4th of July Hot Dog Eating Competition are not considered to be traditional sporting events, they do not receive coverage from networks like ESPN.
- T** 4. The sports and entertainment marketing field has grown with fan support and consumer willingness to spend discretionary income on sports.
- T** 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”.
- F** 6. Teams have fewer outlets available to them to drive revenue than they did when the field emerged in the early 1900s.
- T** 7. Sports and entertainment business is covered by media with more frequency.
- T** 8. Sports and entertainment products and services have international appeal.
- F** 9. The value of a professional sports franchise rarely increases over time.
- F** 10. The sports industry ranks among the top five industries in overall revenue.
- T** 11. Your cable bill is impacted more by sports programming than any other channel like FX or Comedy Central.
- F** 12. Michael Jordan is not considered a pioneer in the history of sports and entertainment marketing.
- T** 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.
- T** 14. William France Sr. founded the National Association of Stock Car Auto Racing (NASCAR).
- F** 15. Hosting exhibition events in International markets will not help a professional sports league like the NBA to expand its fanbase.

- F** 16. The number of visitors to theme parks globally has steadily declined over the last decade.
- T** 17. Many media rights deals provide exclusive coverage rights.
- T** 18. Media rights are important to sports and entertainment properties because of revenue.
- T** 19. Media refers to a means of communicating a message to large numbers of people.
- F** 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.

- D.** 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
- A.** 2. _____ refers to a means of communicating a message to large numbers of people.
 - a. Media
 - b. Selling
 - c. Promotion
 - d. Advertising
- A.** 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
- B.** 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
- D.** 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
- C.** 6. *Sports Illustrated* was launched in what year?
 - a. 1921
 - b. 1935
 - c. 1954
 - d. 1979
- B.** 7. The acronym SEM stands for _____.

- a. Sports & Event Marketing b. Sports & Entertainment Marketing
 - c. Sporting Event Marketing d. None of the above
- C.** 8. Which area of the sports industry generates the most revenue?
- a. Sporting goods b. Licensed merchandise
 - c. Advertising d. Professional services
- B** 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
- D.** 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.
- a. Chicago Cubs baseball game versus the Cardinals
 - b. Soccer match between the United States and Brazil
 - c. NBA Finals game between the Philadelphia Warriors and the Chicago Stags
 - d. Heavyweight fight between Joe Louis and Billy Conn
- A.** 11. Pierre de Coubertin, Mark McCormack and Michael Jordan all considered _____.
- a. Sports industry pioneers b. Entertainment industry pioneers
 - c. Rich and famous d. None of the above
- A.** 12. According to Forbes annual ranking, which franchise is the most valuable team in the world?
- a. Dallas Cowboys
 - b. Manchester United
 - c. New York Yankees
 - d. Los Angeles Lakers
- C.** 13. The Olympic Games became commercialized and made profitable for the first time in _____.
- a. 1956 b. 1972
 - c. 1984 d. 1992
- B.** 14. Disneyland opened in Anaheim, California in _____:
- a. 1945 b. 1955
 - c. 1965 d. 1975
- D.** 15. Jim Henson created _____.
- a. *The Muppets* b. Kermit the Frog
 - c. *Sesame Street* d. All of the above

Short Answer

1. Identify three factors that contributed to the growth of the sports and entertainment industry.

Answers could include:

- 1) An increase in the number of those participating in sports and entertainment
 - 2) An increase in the number of those following sports and entertainment
 - 3) An increase in attendance at sports and entertainment events
 - 4) Growth of media coverage (technology also acceptable)
 - 5) Global appeal of sports and entertainment
2. Explain why the NBA would want to play games in countries like France, India or China.

Growing the game internationally increases participation numbers, overall interest in the sport, and creates new markets for the brand to generate revenue. An increase in popularity means more people watching games, interacting on social media and buying merchandise.

3. Describe the concept of fandom and provide an example of how it impacts you, personally, as a consumer:

Fandom is a term used to refer to a subculture composed of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest. The term fandom can be used to describe all types of fan groupings or "subcultures." The intensity levels of fandom vary, ranging from a casual sports fan who might take in one NBA game per year to those fans that put the "fan" in "fanatic."

4. Identify three important dates in the history of sports marketing.

Answers could include:

- 1550-1700 Outdoor entertainment and recreational games are introduced, such as bowling, music and dancing
- 1869 Cincinnati Red Stockings become the first sports team in history to have each member of the team on salary
- 1921 First baseball game on radio (Philadelphia Phillies at Pittsburgh Pirates)
- 1923 First known individual player endorsement deal between golfer Gene Sarazen and Wilson Sporting Goods
- 1928 Coke teams up with the Olympics as an "official sponsor" of an athletic event
- 1935 First full season broadcast (Chicago Cubs)
- 1946 First major sports event on television (Joe Louis boxing match)
- 1949 The first major female endorsement deal takes place with a Wilson Sporting Goods Agreement to sponsor the Ladies Professional Golf Association (LPGA)
- 1951 Eccentric owner of the Chicago White Sox, Bill Veeck, sends 3'7" Eddie Gaedel to the plate in an official game as a publicity ploy as one of the most outrageous promotions seen in professional sports
- 1954 First sports exclusive magazine hits the stands, Sports Illustrated is introduced
- 1970 Monday Night Football kicks off
- 1973 Tennis match between Billie Jean King and Bobby Riggs (billed as the "Battle of the Sexes") watched by 48 million in the US and 90 million worldwide
- 1979 ESPN debuts
- 1980 Syracuse University becomes the first college to offer naming rights to a facility as they introduce the "Carrier Dome"
- 1984 Olympic Games become profitable for the first time
- 1995 DirecTV and the NFL join forces to offer the NFL Sunday Ticket, a subscriber based cable program enabling customers to watch any games of their choice
- 1999 Major League Baseball broadcasts World Series on the internet
- 2002 The pay-per-view boxing match between Mike Tyson and Lennox Lewis generates

a record \$103 million in sales
2003 The Chicago Bears become "The Chicago Bears presented by Bank One"

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

Answers could include:

1919 Recording and sound on motion picture film is developed
1920 The first radio stations begin airing regularly scheduled programming
1931 RCA establishes the National Broadcasting Company (NBC)
1955 Disneyland opens in California
1961 The first regional theme park, Six Flags, opens in Texas
1980 Turner Cable Network launches the first all news television network, CNN
1981 IBM makes the first personal computers available for consumers
1981 MTV is launched
1983 The first compact disc (CD) available to consumers
1985 Nintendo introduces its home entertainment system for video games
1991 Sean "Puffy" Combs launches Bad Boy Entertainment
1996 MP3 technology receives a U.S. patent
2003 Apple introduces iTunes

Essay

1. Explain how media has contributed to industry growth:

Lesson 1.3 discusses "Media Impact on Industry Growth" and provides the general information you should look for in an answer to the essay question.

2. Explain how the COVID-19 pandemic has impacted professional sports teams.

* Student answers will vary