

UNIT 1: INDUSTRY HISTORY & EVOLUTION

TRUE/FALSE (20 questions)

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

1. **F** The COVID-19 pandemic did not have any economic impact on the sports and entertainment industry.
2. **T** There are more sports and entertainment options available today to both consumers as participants and as spectators than ever before.
3. **F** 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.
4. **T** The sports and entertainment marketing field has grown with fan support and consumer willingness to spend discretionary income on sports.
5. **T** 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. **F** Teams have fewer outlets available to them to drive revenue than they did when the field emerged in the early 1900s.
7. **T** Sports and entertainment business is covered by the media with more frequency now than in the early 1900s.
8. **T** Sports and entertainment products and services have international appeal.
9. **F** The value of a professional sports franchise rarely increases over time.
10. **F** The sports industry ranks among the top five industries in overall revenue.
11. **F** Fewer people are gaming than ever, leading industry analysts to predict a drop in popularity of eSports in the next decade.
12. **F** Vince McMahon is not considered a pioneer in the history of sports and entertainment marketing.
13. **T** 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. **T** William France Sr. founded the National Association of Stock Car Auto Racing (NASCAR).
15. **F** Hosting exhibition events in International markets will not help a professional sports league like the NBA to expand its fanbase.
16. **F** The number of visitors to theme parks globally has steadily declined over the last decade.
17. **T** Waiting in line for hours to score tickets to see your favorite band in concert is an example of fandom.
18. **T** Fandom can help drive product sales.
19. **F** The intensity level of fandom is the same with every fan base in sports.
20. **F** "Fan" is short for "fantastic" in the sports and entertainment industry.

MULTIPLE CHOICE (15 questions)

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

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- B** _____ 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
- D** _____ 2. What term is used to refer to a subculture of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest?
- a. Bills Mafia b. Cheeseheads
c. the A.R.M.Y. d. Fandom
- A** _____ 3. Without fandom, there would be _____ demand for many sports and entertainment products and services.
- a. Less b. More
c. Zero d. Fan
- D** _____ 4. Which of the following represents an example of how fandom has helped communities in times of need?
- a. Natural disaster relief b. Coping with a mass shooting
c. Coping with the pandemic d. All of the above
- 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. J. Balvin songs being streamed billions of times
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

MULTIPLE CHOICE, Cont.

- B** _____ 8. Which statement below best describes the current state of the business of sports and entertainment?
- a. The industry is unlikely to rebound from the pandemic.
b. The industry is poised for continued growth.
c. The industry is in slight decline.



UNIT 1 EXAM

NAME: _____

CLASS PERIOD: _____

DATE: _____

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d. All of the above.

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 are 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. Phil Knight is the co-founder of what?

- a. Netflix
- b. The NBA
- c. Lord of the Rings
- d. Nike

SHORT ANSWER (5 questions)

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)

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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:

| | |
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| 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:

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| 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 |

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| 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 (2 questions)

1. Explain how the 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. 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.

*Student answers will vary.