

UNIT 2: SPORTS & ENTERTAINMENT MARKETING FUNDAMENTALS

TRUE/FALSE (20 questions)

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

1. _____ Marketing is developing, promoting, and distributing products that satisfy customer needs and wants.
2. _____ The term marketing could refer to many different business activities, such as selling, promotion and publicity.
3. _____ Cross Promotion is the convergence of two entertainment properties working together to market products or services.
4. _____ Creating a budget for a company's marketing plan or analyzing the cost effectiveness of particular promotions is considered functions of financing.
5. _____ Sports and entertainment products are non-perishable.
6. _____ The event triangle refers to the relationship between a company and an athlete or celebrity.
7. _____ The process of working with government officials to provide public support for an event could be considered part of event marketing.
8. _____ To elevate levels of fandom, it is important for sports and entertainment business professionals to develop effective fan engagement strategies.
9. _____ Copyrights and trademarks would be considered tangible product attributes.
10. _____ Customer loyalty is a customer decision to become a repeat consumer of a particular product or brand.
11. _____ A product can be represented in digital or virtual form.
12. _____ Distribution is the process of determining how best to get products and services to consumers.
13. _____ Sports consumers already know the outcome of the event in which they are participating before the event takes place.
14. _____ One similarity between sports and entertainment is that each activity is one that entertains or occupies our time.
15. _____ Sports marketing and sports management refer to the same practices.
16. _____ Entertainment marketing is the process of developing, promoting, and distributing products, or goods and services, to satisfy customer's needs and wants through entertainment, or any diversion, amusement, or method of occupying time.
17. _____ Leisure time is the time available to people when they are not working or assuming responsibilities.
18. _____ A local blues festival and local ballet provide an example of the competition for the entertainment dollar.
19. _____ Coca-Cola's sponsorship of the Olympics is an example of the marketing of sports.
20. _____ The NHL's Carolina Hurricanes strategy to offer payment plans to ticket buying customers is an example of distribution.

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MULTIPLE CHOICE (15 questions)

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

- _____ 1. _____ is defined as a source of diversion or physical activity engaged in for pleasure.
 - a. Sports
 - b. Entertainment
 - c. Pro Wrestling
 - d. Film producing
- _____ 2. Which of the following is NOT a function of marketing?
 - a. Pricing
 - b. Distribution
 - c. Promotion
 - d. Tangible product identification
- _____ 3. Film, radio, television and music are all examples of _____:
 - a. Sports
 - b. Artistic influence
 - c. Entertainment
 - d. Revenue streams
- _____ 4. Sports and entertainment products are unique in that they are both _____.
 - a. Expensive
 - b. Perishable
 - c. Non-perishable
 - d. Cost effective
- _____ 5. Which of the following are examples of event marketing?
 - a. Marketing the event to athletes to secure their participation
 - b. Marketing the event to corporations to urge sponsorship and general event support
 - c. Creating a publicity strategy incorporating a plan to utilize the media to increase coverage of the event
 - d. All of the above
- _____ 6. Without sponsorships and corporate support, many events would _____.
 - a. Sell out
 - b. Not sell out
 - c. Not be profitable
 - d. Be profitable
- _____ 7. Which of the following is not considered to be one of the 5 P's of Event Marketing?
 - a. Pricing
 - b. Product
 - c. Promotion
 - d. Participation
- _____ 8. Which of the following is not an example of a sports product?
 - a. Snapchat
 - b. A Spalding basketball
 - c. Registration to participate in the Las Vegas Marathon
 - d. A bobblehead featuring the likeness of a Minor League Baseball player
- _____ 9. _____ is money left to spend after necessary expenses are paid.
 - a. Discretionary income
 - b. Disposable income
 - c. Disposable income
 - d. None of the above
- _____ 10. Which of the following would be considered an example of an intangible attribute?
 - a. Copyright
 - b. The paper tickets are printed on
 - c. The "thrill" of winning a competition
 - d. Tickets to a Dua Lipa concert

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MULTIPLE CHOICE (cont.)

- _____ 11. A long-term relationship management strategy focused on interactions between fan (consumer) and sports property which helps strengthen the connection between the two parties and bolster levels of brand loyalty is known as _____.
- Fan engagement
 - A loyalty rewards program
 - Fan connection
 - A and B above
- _____ 12. The key differences between sports and entertainment involve _____:
- Being scripted
 - Emotion
 - Spontaneity
 - All of the above
- _____ 13. _____ can be defined as the process of gathering and using information about customers to improve business decision making.
- Selling
 - Marketing information-management
 - Product management
 - Pricing
- _____ 14. Technology has advanced the role of sports and entertainment marketing in many ways including _____:
- On-demand distribution
 - The broadcast experience
 - Virtual reality
 - All of the above
- _____ 15. The Topps Trading Card company selling digital trading cards on-demand capture iconic moments as they happen in real-time best represents an example of which marketing function?
- Pricing
 - Promotion
 - Financing
 - Distribution
- _____ 16. The Chicago Bulls selling special "Holiday" ticket packages to fans is an example of _____:
- Marketing of sports
 - Marketing through sports
 - Entertainment marketing
 - Publicity
- _____ 17. The role of corporate support in event marketing has _____ in the past few decades.
- Increased
 - Decreased
 - Remained status quo
 - Developed
- _____ 18. Which of the following is NOT one of the key differences between sports and entertainment?
- Fan interest
 - The emotional attachment
 - Being unscripted
 - Levels of customer loyalty
- _____ 19. _____ refers to the process of assigning a value to products and services on the basis of supply and demand.
- Marketing
 - Financing
 - Pricing
 - Economics
- _____ 20. An Audi vehicle making an appearance in the film Iron Man is an example of _____.
- Sponsorship
 - Product Integration
 - Unethical advertising
 - Product Placement



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MATCHING (10 questions)

Match each item with the correct corresponding definition below.

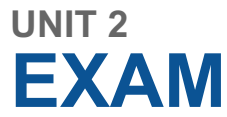
- | | | |
|-------------------------------------|--------------------|-------------------|
| a. Marketing | b. Sports Industry | c. Entertainment |
| d. Leisure Time | e. Tangible | f. Event Triangle |
| g. Call Center | h. Distribution | i. Sports Product |
| j. Sports & Entertainment Marketing | | |

- | | | |
|-------|-----|--|
| _____ | 1. | The market in which the businesses and products offered to its buyers are sport related and may be goods, services, people, places or ideas. |
| _____ | 2. | Goods and services that are capable of being physically touched. |
| _____ | 3. | Whatever people are willing to spend their money and spare time viewing rather than participating. |
| _____ | 4. | A physical location where calls are placed, or received, in high volume for the purpose of sales, marketing, customer service; typically through the use of telemarketers. |
| _____ | 5. | Determining how best to get products and services to consumers. |
| _____ | 6. | The time available to people when they are not working or assuming responsibilities, oftentimes referred to as "free time". |
| _____ | 7. | The act of using sports as a platform to market products or services and increase sales or the process of marketing and selling of the sports property itself. |
| _____ | 8. | The goods and services designed to provide benefits to a sports spectator, participant or sponsor. |
| _____ | 9. | Emphasizes the relationships between producers and consumers in the sports marketing model. |
| _____ | 10. | The process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants. |

SHORT ANSWER (7 questions)

1. List three examples of entertainment.

2. List three examples of sports products/services.



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SHORT ANSWER, cont.

3. List and define three primary functions of marketing.
4. Explain what characteristics make sports and entertainment products unique.
5. Clarify what is meant by the competition for entertainment dollars.
6. Identify two examples of fan engagement strategies.
7. Explain the difference between the marketing of sports and marketing through sports.



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ESSAY (4 questions)

1. 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.

2. Explain how technology has impacted the business of sports and entertainment.



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ESSAY (cont.)

3. Explain what differentiates sports from entertainment.

4. What is cord cutting? How do you think the COVID-19 pandemic will impact the future of cord cutting?