

# FINAL EXAM STUDY GUIDE

## SPORTS & ENTERTAINMENT MARKETING

### Chapter 1



1. Know the following terms and concepts:
  - Tourism
  - Niche travel
  - Recreation
  - Entertainment
  - Gross impression
  - Target market
  - Ratings
2. What is the Marketing Mix? What do each of the four parts represent?
3. What are the three elements of selling?
4. What role does financing have in marketing?
5. What type of income can be freely spent?

### Chapter 2

1. What is promotion?
2. Why is a high sports ranking good for a school?
3. Why was the BCS established?
4. What does a national championship mean for a university?
5. What are psychographics?
6. Is fan support for Women's athletics increased or decreased?
7. What is a license?

8. Why are colleges grouped into conferences?
9. What are demographics?
10. What does a school have to do to join the NCAA?

### Chapter 3

1. Know the following terms and concepts:
  - Cartel
  - Handlers
  - Ethics
  - Advisors
  - Agent
  - Distribution
  - Television
  - Perk
2. What is the sociological impact of pro sports teams?
3. Give an example of a community owned sports team?

### Chapter 4

1. Know the following terms and concepts:
  - Sponsors
  - Affinity sports
  - Endorsement
  - Niche marketing
  - Personal selling
  - Promotion
  - Promotion mix
  - Selling

- Return
  - Sales promotion
2. What are some examples of promotion?
  3. What is publicity? Provide an example.
  4. Why do companies pay for endorsements?

## Chapter 6

1. Know the following terms and concepts:
  - Camps
  - Clinics
  - Foundation
  - Tournament
  - Direct mail
  - Sponsor
2. How long do clinics typically last? Camps?
3. Why do celebrities create foundations?
4. What are the advantages/disadvantages of using newsprint ads?

## Chapter 8

5. What is a POP display? Give an example.
6. What is a low budget film? Give an example.

## Chapter 11

1. Know the following terms and concepts:
  - Wear out
  - Advertising

- Brand recognition
- *Balance sheet*
- Tag line
- Budget
- Sample
- Response Rate
- Concentration strategy
- Reach
- Copy
- Data Mining
- Profit
- Dominance strategy
- Personal Seat License (PSL)
- Forecast
- Mission statement
- Frequency
- Media strategy
- Income statement
- Media
- Marketing plan
- Mass Market
- Marketing research

2. What must an advertiser do?
3. What is marginal analysis?
4. What determines the media a company uses to advertise?
5. What are the parts of a print ad?