

# Final Exam Study Guide (Spring 2015)

The following terms appear on your final exam. On the test there are 45 multiple-choice questions and 53 matching questions (yes, that's right, no true/false). The test is broken up by chapter, then by question type. These are nearly the same questions that you have seen before on the tests.

## **Chapter 1**

- Tourism
- Marketing Mix
- Selling
- Finance
- Data Mining
- Disposable Income
- Niche Travel
- Recreation
- Entertainment
- Gross Impression
- Target Market
- Ratings
- Product
- Promotion
- Price

## **Chapter 2**

- NCAA Guidelines (what do they not cover?)
- College Sports Rankings

- What do college sports rankings mean for a university?
- Why was the BCS established?
- What does a national college champion mean for a university?
- Psychographics
- Fan Support for Women's Sports
- Sponsorship of College Athletics
- License
- College Conferences
- Amateur Athletes
- High School Athletics (what do they provide for their communities)
- "Pickup" Games (popular for what sport?)
- Joining the NCAA (4 requirements)
- Demographics

### **Chapter 3**

- Community owned football team (example)
- Sports Agents
- Ethics
- Cartel
- Handlers
- Advisers
- Television (what does it provide?)
- Perk

## **Chapter 4**

- Examples of Promotion
- Personal Selling
- Publicity
- Necessities of Endorsements
- Selling
- Examples of Publicity
- Endorsement Examples
- Sponsors
- Affinity Sports
- Endorsement
- Niche Marketing
- Promotional Mix
- Return
- Sales Promotion

## **Chapter 6**

- Length of Clinics
- Foundations
- Sports camps
- Characteristics of successful sports camps
- Disadvantages of using newsprint advertisings
- Clinics

- Tournament
- Direct Mail
- Sponsor
- Promotion
- Location

### **Chapter 8 & Entertainment Industry**

- POP Displays
- The Blair Witch Project

### **Chapter 11 & Print Ads**

- What must an advertiser do?
- Marginal analysis
- Selecting the appropriate advertising medium
- The marketing research process
- Nielsen EDI (Media Research)
- Tag lines
- What is the bottom line for sports and entertainment events?
- Headline
- Copy
- Illustration
- Signature
- Slogan
- What does the copy of a print ad attempt to do?

- Alliteration
- Questioning
- Rhyme
- Pun
- Play on Words
- Ad Layout
- Wear out
- Advertising
- Balance Sheet
- Brand Recognition
- Tag Line
- Budget
- Sample
- Response Rate
- Concentration Strategy
- Reach
- Profit
- Dominance Strategies
- Personal Seat License (PSL)
- Forecast
- Mission Statement
- Media Strategy

- Income Statement
- Marketing Plan
- Mass Market
- Marketing Research