

Name: _____

Date: _____

Ch. 1 What is Sports and Entertainment Marketing?

W B T N B G R S G L M K M B X L C Q W V V N D L
A P F S H S N C Y R U E X U I T R H J W T P F N
G U T D G K C I G N O L E O L R W I P C N E D A
N K C G G O Z T T X C S T E I S H R U F O E E Y
I F O F G P S N P E U I S K D U B D L S I V M U
T U S Y C R E G F O K K G I I J O O V E T K O C
E U N X P O P R U G T R T Y M R O L L A U A G D
K L V T O M V D M N N V A Z P P Z Z A H B A R L
R B L L W O S R S I Z M T M C P R Z U C I B A L
A N Z U U T N Z W T Q Q X Q S D F E H T R S P T
M X U O V I U I B E J Y O V M T Q O S Q T J H G
T B P M Y O B A Q K M Y D X L B R H C S S V I Y
N G K A S N B P W R E I W M C V I O H Y I E C R
E G X R B P D G U A W K R R O U O A P M D O S O
M V D K W H R E H M P P J F B J O I D S H Z N Q
N C V E E M O C N I Y R A N O I T E R C S I D D
I I V T S P C A S R A T I N G S K T I Y R W X T
A A G I V B P N U H V B W C K G W S Q T L Z H O
T A V N L L B L J Z K Y F J E H M U P R Q U U I
R X L G M D H H Q U Q Q Q W S V L I J U N N I V
E F K M Y S E K O Z V F O D F G V H Y B L F R O
T W K I W V C P C K W U L X T X H N X C O E F N
N W F X M K E N T E R T A I N M E N T L P I R E
E C T D G A R S P B Z W J F C Y U Y O P E S X D

Entertainment marketing

Discretionary income

Sports marketing

Gross impression

Marketing mix

Entertainment

Distribution

Demographics

Promotion

Marketing

Ratings

Product

Price