

Name: _____

Date: _____

Ch. 6 The Product Is Sports and Entertainment

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

Penetration price strategy

Skimming price strategy

Product enhancements

Product life cycle

Product extensions

Blue-chip athletes

Fringe benefits

Licensed brand

Product line

Product mix

Positioning

Trademark

Brand

NCAA