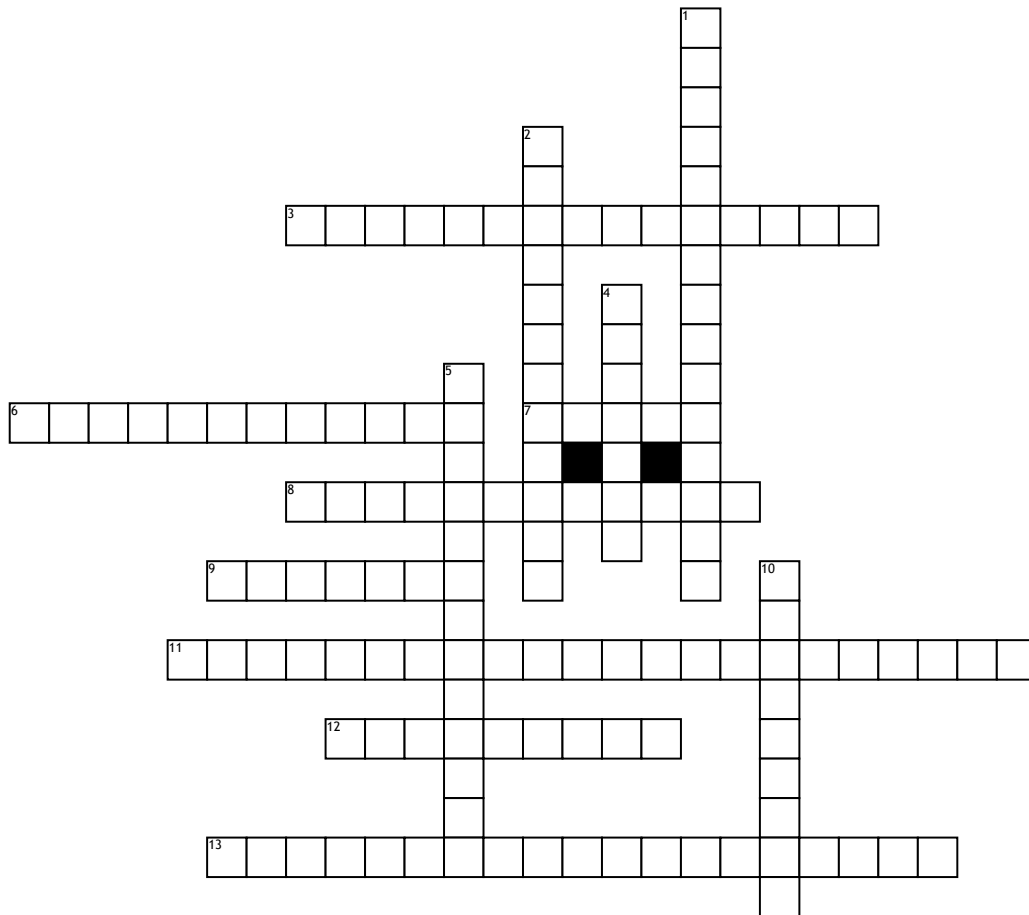


Chapter 1 Marketing Terms



Across

- 3. The number of times per advertisement, game or show that a product or service is associated with an athlete, team, or entertainer.
- 6. Involves the locations and methods used to make products available to customers.
- 7. The amount that customers pay for products
- 8. Describes how a business blends the four marketing elements of product, distribution, price, and promotion.

Word Bank

- Entertainment Marketing
- Marketing
- Distribution
- Sports Marketing
- Ratings

- 9. What a business offers customers to satisfy needs.

- 11. Influencing how people choose to spend their time and money on entertainment.
- 12. Ways to make customers aware of products and encourage them to buy
- 13. Amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses

- Gross Impression
- Promotion
- Discretionary Income
- Marketing Mix

Down

- 1. Using sports to market products
- 2. Common characteristics of a group, such as age, marital status, gender, and income level.
- 4. The number of viewers a program attracts.
- 5. Some type of performance that people are willing to spend their money and spare time watching.
- 10. The creation and maintenance of satisfying exchange relationships

- Entertainment
- Price
- Demographics
- Product