

SPORT MARKETING EXAM 1

_____ competitors consist of organizations that produce goods or services that are identical or very similar in both the product and benefit delivered to the customer, for example, the New York Mets and the New York Yankees. **DIRECT**

_____ defines the activities of product and service marketers using sport as a promotional vehicle or sponsorship platform. **SPORT MARKETING**

_____ include family and friends, as they are likely to interact with you directly. **DIRECT REFERENCE GROUPS**

_____ is the positive stress associated with high levels of arousal and excitement, which drives many fans to watch sport competition. **EUSTRESS**

_____ is the shared values, beliefs, and assumptions of organizational members that guide and establish preferred behaviors within an organization. **ORGANIZATIONAL CULTURE**

_____ is the use of customer and client-oriented databases/information to enhance the marketing productivity of the sport organization to obtain new consumers, as well as to retain satisfies consumer groups. **DATABASE MANAGEMENT**

_____ research methods may be employed because they can provide rich descriptions of reality to the marketing researchers. **QUALITATIVE**

A written document outlining an organization's strategy and the course of action necessary to implement that strategy is called a _____.
MARKETING PLAN

According to data from the text, _____ has the highest total revenue among NCAA Football Bowl schools. **TEXAS A&M UNIVERSITY**

According to the Ansoff Product-Market Growth Matrix, an example of a _____ strategy is a horse racing operation using a rewards program that offers perks, or incentives, for their customers based on how often they used the facility's services. **PRODUCT DEVELOPMENT**

According to the author, common motives for participating in sport fall into the following categories except, _____. **COMPETITION**

According to the data presented in the chapter, which league/level of sport has the highest percentage of fans that are male? **NHL**

Sport Marketing Exam Questions

John A. Davis, Jessica Zutz Hilbert

A red circular graphic with a gradient, appearing as a partial circle or a thick curved line, located to the right of the authors' names.

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questions PowerPoint slides and extra case studies for lecturers and instructors and useful web links self test multiple choice questions and glossary flashcards for students Advanced Theory and Practice in Sport Marketing goes further than any other sport marketing text in preparing the student for the real world of sport marketing It is essential reading for any upper level undergraduate or postgraduate course in sport marketing or sport business and for anybody working in sport marketing looking to develop and extend their professional skills *Sports Marketing* Daniel J. Bruton, 2015-02-13 The world of sports marketing can be both exciting and challenging when working with high level endorsements licensing agreements and high profile clients In *Sports Marketing The View of Industry Experts* readers get a behind the scenes look at industry leaders as they discuss how they achieved their position what their daily schedules look like and what interesting projects and challenges are currently upon them Through these bios readers will hear directly from some of the most influential and successful people in the business and learn firsthand about the different opportunities available within the wide field of sports marketing as well as a look at the fundamentals of the positions described Publisher's website [Sport Marketing](#) Windy Dees, Patrick Walsh, Chad D. McEvoy, Stephen McKelvey, Bernard James Mullin, Stephen Hardy, William A. Sutton, 2022 This book helps students prepare for careers in the fast paced world of sport marketing as well as provides a resource for practitioners looking for the latest information in the field The book offers abundant examples of the latest issues in the competitive marketplace **Sport Marketing** Bernard J. Mullin, Stephen Hardy, William A. Sutton, 2018-10-30 *Sport Marketing Fourth Edition With Web Study Guide* has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing This text maintains its position as the best selling and original text in the field continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study Using the new full color format and companion web study guide students will stay engaged as they explore how fans players coaches the media and companies interact to drive the sport industry Heavily updated with more contributions from industry professionals and emphasis on social media platforms that have revolutionized the field in recent years this edition contains practical material that prepares students for careers in sport marketing It also includes these updates A web study guide featuring exclusive video interviews with industry professionals and accompanying activities that tie core concepts and strategies from the book into applied situations Instructor ancillaries enhanced by gradable chapter quizzes that can be used with learning management systems An attractive and engaging full color interior Chapter objectives opening scenarios engaging sidebars and photos throughout the text that guide students in grasping important concepts Wrap Up Activities and Your Marketing Plan sections at the end of each chapter that offer opportunities for self assessment and review The highly respected authors have long been recognized for their ability to define this exciting field combining academic study and current research with industry experience for an unmatched learning experience for students preparing to enter the working world The content in this fourth edition of *Sport Marketing* has been

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Sports Marketing Michael J. Fetchko, Donald P. Roy, Vassilis Dalakas, 2024-01-31 Highly practical and engaging Sports Marketing equips students with the skills techniques and tools they need to be successful marketers in any sporting environment The book blends relevant marketing theory focusing on industry specific terminology and practices with practitioner insights into current issues and future directions in the sports industry This anticipated third edition has been fully updated to incorporate a broad range of global and diverse perspectives from industry experts and international case studies throughout Contemporary topics within the sports industry have been expanded upon including esports social responsibility sustainability digital and social media and personal branding Popular You Make the Call cases insider and early career insights and review questions stimulate lively classroom discussion while chapter summaries and terms support further support learning Overall this exciting text will Increase students depth of knowledge about sports marketing Challenge students to apply concepts to real world situations Profile best practices of organizations and individuals within the sports industry as they relate to the book s content Equip students to position themselves to compete for entry level positions in sports business Provide faculty with a concise but thorough text that meets their needs Sports Marketing remains a core textbook for undergraduate and postgraduate students of sports marketing and management providing a firm grasp of the ins and outs of working in sports Additional online resources include PowerPoint slides for each chapter a test bank of questions and an instructor s manual

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all sectors from professional sport to public and not for profit organisations Leading the reader through the marketing process from analysis and setting a strategy to planning the marketing mix implementation and evaluation the text introduces the products services distribution channels and stakeholders that generate value including brands merchandise and licensed products players and athletes leagues and franchises and events This new edition includes expanded coverage of cutting edge topics including social media digital sport marketing esports the social impact of sport sportwashing and soft power innovation and fast prototyping consumer psychology and diversity and equity It includes useful features throughout from review questions to guides to further resources This is an essential textbook for any sport marketing course taken as a part of a degree programme in sport management sport marketing sport business sport development or business management and marketing

Sports Marketing Larry DeGaris, 2015-02-11 Any sports marketing student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognise solutions to real world scenarios Sports Marketing A Practical Approach is the first textbook to offer a comprehensive engaging and practice focused bridge between academic theory and real life industry based research and practice Defining the primary role of the sports marketer as revenue generation the book is structured around the three main channels through which this can be achieved ticket sales media and sponsorship and explores key topics such as Sports markets and business markets b2b Fan development Brand management Media audiences rights and revenue Live sports events Sponsorship Merchandise and retail Integrating real industry generated research into every chapter the book also includes profiles of leading industry executives and guidance for developing and preparing for a career in sports marketing It goes further than any other sports marketing textbook in surveying the international sports market including international cases and detailed profiles of international consumer and business markets throughout A companion website offers multiple choice questions for students editable short answer and essay questions and lecture slides for instructors No other textbook offers such a relevant practice focused overview of contemporary sports marketing It is the ideal companion to any sports marketing course

Emerging Trends and Innovation in Sports Marketing and Management in Asia Leng, Ho Keat, 2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions events and teams Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry This publication is an essential reference source for academicians researchers industry practitioners and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia

Contemporary Issues in Sports Marketing Argyro Elisavet Manoli, 2025-02-12 This book explores key and topical issues that are emerging in the field of sport marketing while calling

for further attention to the thriving sports industry Marketing was one of the first topics to attract sport academics attention based on its close relationship with revenue generating activities for example ticket and merchandise sales and television coverage Soon after sport marketing begun to be appreciated no longer as a mere commercial tool but instead as a wider umbrella of promotional elements that encapsulates aspects such as commercial sponsorship advertising and publicity while centring on the fans and the engagement with them Recent developments in technology such as the creation and adoption of new and social media have also attracted sport marketing s attention with ample literature exploring this new hybrid element of the marketing communication mix and how it is utilized within the sport ecosystem This book will be relevant to scholars practitioners and students interested in the evolving strategies of sport marketing and the impact of technological advancements on fan engagement and industry practices The chapters in this book were originally published as a special issue of Journal of Strategic Marketing Adopting New Technologies in Sports Marketing Hyun-Woo Lee,Natasha T. Brison,Heetae Cho,Do Young Pyun,Vanessa Ratten,2021-12-30 **Sport Marketing** George R. Milne,Mark A. McDonald,1999 This edition presents cutting edge conceptual and empirical approaches for managers to conduct relationships with consumers **China: The Great Transition** Bhabani Shankar Nayak,2023-03-06 This book explores the great transition of China from a subsistence agrarian economy to a technologically driven economic powerhouse which reflects the achievements of the hardworking Chinese people China continues to grow as the second largest economy of the world from 2010 onwards It is going to be the largest economy in the world by putting US economy behind The Chinese GDP has increased of 1 500 times from 1952 This book examines the transformation of China and its economic growth is neither miraculous nor a product of market economy Further this book states economic development in China as a product of political pursuit shaped by the Chinese people led by the Communist Party of China from 1921 onwards China is not only the workshop of the world today but also works as the engine of global economic growth and recovery of crisis ridden global economy This book also shows how phenomenal Chinese economic growth and development led to the significant fall of poverty in China This book states that the prosperous transition in China continues to show features of combined and uneven development This is evident as China has largest billionaires but many people still live and practice subsistence economy However many Chinese do not have access to clean air water sanitation and dignified sources of livelihoods This book shows the social economic and political inequalities as hindrances to deepening of democratic and egalitarian development in China This book states that the gender gap and widening gap between urban and rural China are twin serious challenges to progressive transformations in China The Chinese state and government are trying to implement different policies and programmes to overcome these challenges **Sports Marketing** Sean Ennis,2020-11-14 Sports are big business Most companies want to expand into global markets enhance their brand and understand varying market conditions This textbook supports sports marketing students as they learn about the challenges and opportunities that are specific to the global sports

industry Written from the perspective of different stakeholders in the sports sector such as fans sports entity holders clubs sponsors and the sports media it offers a holistic view of this evolving and ever changing industry Taking a truly global approach this textbook helps students understand the current issues facing sports marketing professionals and is relevant across all regions of the world Drawing on the author s years of industry and teaching experience it blends theory and practice with case studies including the International Olympic Committee and FIFA Crucially the book provides comprehensive coverage of hot topics such as sports governance digital marketing and the globalization of the sports product Written in an accessible style and accompanied by a full suite of online resources this textbook is for ideal for anyone looking to excel as a sports marketer or progress within the wider sports industry It is a valuable resource for Sports Marketing courses at undergraduate postgraduate and MBA levels Sports Marketing John A. Davis,Jessica Zutz Hilbert,2013-09-30

This textbook provides a truly international approach to the emerging field of sports marketing and provides the reader with the best practices of over 200 companies and sports clubs around the world Sports Marketing explores the latest sports

Sport Law Anita M. Moorman,2020-12-28 Now in its fourth edition this text is still the only sport law textbook to introduce sport legal studies from a management perspective and integrate legal strategies to gain a competitive advantage in business Acknowledging that students understand legal concepts better when they are tied to real sport management practice the book is organized around the core management functions It provides concise explanations of key concepts as well as current industry examples and legal cases and gives the student all the legal knowledge they need to become confident and effective professionals in sport management recreation or sport education This new edition includes additional contributions from leading sport law educators and practitioners and has expanded coverage of important contemporary issues including Sports injury and concussion litigation Impact of Covid 19 on events and leagues Gender discrimination disability discrimination sexual harassment metoo and USWNT pay equity Intellectual property licensing agreements publicity rights social media influencers and digital privacy Student athletes and marketing rights Sport gambling and state regulation Athlete activism employee free speech and collective bargaining Olympic and Paralympic restructuring NCAA Division 1 Coaches Contracts The book contains useful features and ancillaries to help with teaching and learning including managerial context tables case opinions focus cases strategies for competitive advantage discussion questions and learning activities It is an essential text for any course on sport law or recreation law an invaluable supplement to any course on sport business and management and an important reference for all sport management practitioners Online resources include a variety of exam questions for each chapter featuring multiple choice true or false short answer exam questions and short essay questions and a sample syllabus Consumer Behavior Knowledge for Effective Sports and Event Marketing Lynn R. Kahle,Angeline G. Close,2011-01-07 The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics This book deals with the

professional development in the sense that sports marketing can be viewed as an application of consumer behavior research. Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of influencing behaviors in society and sports, building relationships with consumers through sports and events, and providing services to consumers through sport and event sponsorships. This book by a superb group of authors includes comprehensive reviews, innovative conceptual pieces, empirical research, and rigorous attention to data.

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