

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

Leng, Ho Keat



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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

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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

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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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