

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

L Darling-Hammond



Sport Marketing Exam Questions:

Adopting the Melody of Phrase: An Emotional Symphony within **Sport Marketing Exam Questions**

In a world taken by screens and the ceaseless chatter of instantaneous interaction, the melodic beauty and mental symphony developed by the written word often disappear into the backdrop, eclipsed by the relentless sound and disturbances that permeate our lives. But, set within the pages of **Sport Marketing Exam Questions** a marvelous literary value overflowing with raw emotions, lies an immersive symphony waiting to be embraced. Constructed by an outstanding musician of language, this fascinating masterpiece conducts readers on a psychological trip, skillfully unraveling the hidden songs and profound influence resonating within each carefully crafted phrase. Within the depths of the emotional analysis, we will examine the book's central harmonies, analyze their enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers' souls.

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