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

Eric C. Schwarz, Jason D. Hunter, Alan La Fleur

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