

Sports & Entertainment Marketing Final Exam

Directions: Read the definitions below and fill in the blank with the correct vocabulary word that fits the word blank.

Sports Marketing	Entertainment Marketing	Target Market
Stadium	Market Research	Market Segment
Digital Channels	Digital Marketing Strategy	Digital Marketing
Event Triangle	Event	Event Strategy
Financial Analysis	Expenditure	Risk Management
Marketing Plan	Promotion Plan	

1. Marketing mix

Decisions on promoting and advertising specific events, having advertising products, brands, services, events, and programs.

2. Demographic data

is a specific group of consumers at which a company aims its products and services.

3. Target market

is the section or activity of gathering information about consumers' habits and preferences.

4. Market research

are operational decisions that companies are advertising strategies that are implemented and implemented to generate results and make the target market.

Sports And Entertainment Marketing Final Exam

Michael Seilmaier



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