

# Marketing Education

**Pathway:** Sports & Entertainment Marketing

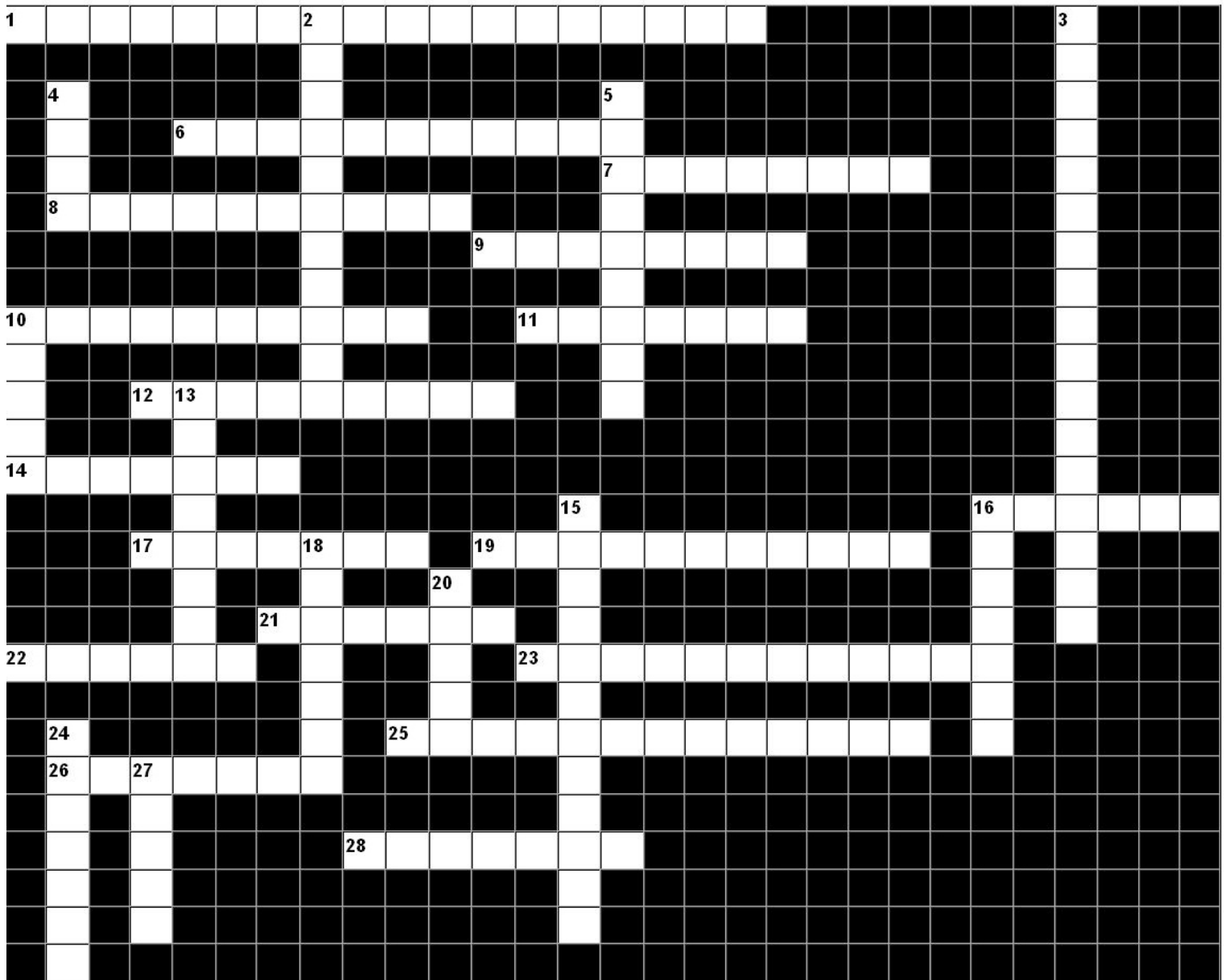
**Course:** Intro to Sports and Entertainment Marketing

**Unit 2:** Financial Planning in Sports and Entertainment Marketing

## Vocabulary Crossword

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Crossword



**Across:**

- 1** The site of an entertaining activity which may be used for product promotion.
- 6** Objects related to a specific memorable event.
- 7** Marketing: research into new products, markets, and ways to distribute products.
- 8** The act of openly supporting or backing an event, person, or company.
- 9** A person who provides financial support for an activity in expectation or profit.
- 10** Utility: the value placed on a product because of the customer's ability to own the product freely.
- 11** Research: information that comes directly from the source, not based on existing research.
- 12** Research: market research that is based on the research of others, existing research.
- 14** The system of trade for the production, distribution, and consumption of products and services.
- 16** Franchise: an authorization to sell sports related goods and services in a particular market.
- 17** Entertainment: a company that provides services that amuses the audience.
- 19** The value of a product in a particular form.
- 21** Someone who purchases a product or service.
- 22** Economic: the effect of a specific occurrence, choice, or procedure on the monetary system.
- 23** Characteristics that of a group of people, especially a target population.
- 25** A representative sample of a larger group.
- 26** All the income from a specific activity.
- 28** Money provided to make an activity possible.

**Down:**

- 2** Utility: the value given to a product based on the quantity of useful information it provides.
- 3** A job that requires lesser skills than a professional career, especially as in Semi-pro sports.
- 4** Utility: the value of a product by provided at a particular time.
- 5** Information Management: an information system concerned with the gathering, storage, and analysis of information and data for marketing decision making.
- 10** Utility: the value of a product provided in a particular location
- 13** Utility: the ability of a product or service to fulfill the desires or needs of the consumer.
- 15** An individual with specialized skills and abilities working in his or her area of expertise.
- 16** A company, individual or group of people who support an event, activity, person, or organization financially or with products or services.
- 18** To look into a specific event or task and break it down into parts for evaluation.
- 20** Someone who gives of themselves without expecting to be paid for their time.
- 24** Strategy: the systematic process of assigning a price for goods and services.
- 27** The site of a particular event.