

Name: _____

Date: _____

Vocabulary Mix

Directions: Determine the word defined or answer to each item below and place the answers in the boxes to the right. At the bottom, write the corresponding letter and number to reveal a secret message.

Subject: Sports and Entertainment Marketing Unit 2 (Part 1 of 3)

oconenym

Def: the system of trade for the production, distribution, and consumption of products and services.

5

gemdorahpisc

Def: characteristics of a group of people, especially a target population.

9

Marketing Information **namaegnet**

Def: an information system concerned with the gathering, storage, and analysis of information and data for marketing decision making.

1

garknitem Research

Def: research into new products, markets, and ways to distribute products.

4

Economic **pctmai**

Def: the effect of a specific occurrence, choice, or procedure on the monetary system.

2

Sports **rnichesfa**

Def: an authorization to sell sports related goods and services in a particular market.

3

rmriyp Research

Def: information that comes directly from the source, not based on existing research.

7

tattinnemee venue

Def: the site of an entertaining activity which may be used for product promotion.

8

8

8

cdryanse Research

Def: market research that is based on the research of others, existing research.

5

Cross- **eticons**

Def: a representative sample of a larger group.

6

1	2	3	4	5	6	7	8	9
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Vocabulary Mix

Key: Sports and Entertainment Marketing Unit 2 (Part 1 of 3)

oconym E C O N O M Y

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gemdorahpisc D E M O G R A P H I C S

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M	A	R	K	E	T	I	N	G
1	2	3	4	5	6	7	8	9