SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 3

THE WIDE WORLD OF SPORTS AND ENTERTAINMENT

* 1. WORLDWIDE SPORTS AND ENTERTAINMENT EVENTS

NAME

1. India is rapidly changing. How?
2. The potential for growth of the sports and entertainment industry in China is tremendous. China has a population of
3. China’s economy has grown by more than
4. Why have the theme parks failed in China?
5. What is a joint venture?
6. What is infrastructure?
7. What is globalization?
8. What is the FIFA?
9. What is the World Cup?
10. What is one of the official sponsors that partners with the FIFA to organize the World Cup Tournament?
11. The first world baseball tour was organized by
12. What is piracy?
13. What will play a significant role in how consumers access music?

TURN TO PAGE 84. ANSWER THE MATCHING AND MULTIPLE CHOICE QUESTIONS BELOW:

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