SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 4

HIT A HOME RUN WITH CUSTOMERS

* 1. THE MARKETING CONCEPT

NAME

Please underline your answers.

1. How do you participate in the marketing process?
2. Marketing costs include
3. The most important aspect of marketing is
4. Customers’ needs should be the primary focus during the
5. What is the marketing concept?
6. The marketing concept requires
7. Managing customer relationships involves
8. Maintaining a successful marketing relationship requires effort. Successful salespersons learn
9. What are factors that influence customer satisfaction?
10. The increased standard of living in the United States has resulted in more
11. The increase in consumer demand for sports and entertainment events has resulted in
12. Competition in the marketplace results in
13. Marketing strategies must include
14. What is productivity
15. When marketing strategies do not pay attention to customer wants and needs, what happens
16. What is the marketing mix
17. Marketing success depends upon
18. What is the breakeven point
19. Factors that individuals consider when deciding on attending an entertainment event include
20. What is opportunity cost
21. The value is measured in terms of the

Answer questions 1-4 on page 96: Please think when answering 3 & 4—be creative!

1.

2.

3.

4.