SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 4

HIT A HOME RUN WITH CUSTOMERS

* 1. DISCOVER WHAT PEOPLE WANT

TYPE IN YOUR NAME HERE AND HIGHLIGHT IT

Please underline your answers.

1. What is the economic market
2. What are the two major goals of marketing
3. To achieve these goals, marketers must
4. The price fans are willing to pay for a ticket depends on
5. What are benefits derived
6. What is comparative advantage
7. What are the hierarchy of needs
8. Who developed the hierarchy of needs
9. What are the physiological needs
10. What is the second level of the needs pyramid
11. What is social needs
12. What are self-esteem needs
13. What are self-actualization needs
14. What are emotional purchases
15. What are rational purchases
16. What are patronage purchases
17. Most consumers use the decision-making process to decide how to spend their money. What are the steps of the decision-making process?
18. What five things influence how individuals spend their discretionary income?
19. What are internal sources of information
20. What are external sources of information
21. What is primary data
22. What is secondary data

Answer questions 1-2 on page 102:

1.

2.