SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 4

HIT A HOME RUN WITH CUSTOMERS

* 1. TARGET MARKETS

TYPE IN YOUR NAME HERE AND HIGHLIGHT IT

Please underline your answers.

1. What is a target market?
2. What is a market segment?
3. What are snowbirds?
4. What is geographic segmentation?
5. Give an example of geographic segmentation
6. What is demographic segmentation?
7. Give an example of demographic segmentation
8. What is psychographics segmentation
9. What is behavioral-based segmentation?
10. What is product usage
11. What are product benefits
12. What is market share
13. What type of activities/products would marketers gear towards the aging population?
14. What type of activities/products would marketers gear towards teenagers

Answer questions 1-4 on page 107:

1.

2.

3.

4. Demographic-

Geographic-

Psychographics-

Product usage-