SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 5

MARKETING-INFORMATION MANAGEMENT

* 1. THE MARKETING RESEARCH PROCESS Page 126

NAME

Please underline your answers.

1. What is Univision
2. What is market research
3. What are the seven steps to the market research process and define each
4. What is a sample
5. What are price points
6. Give an example of unethical or illegal activity

Answer questions 1 & 2 on page 132