SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 6

THE MARKETING GAME PLAN

* 1. THE GAME PLAN Page 146

NAME

Please underline your answers.

1. According to Al Ries and Jack Trout, what does competitive mean?
2. According to Al Ries and Jack Trout, what does mental mean?
3. What is a tactic?
4. The process of developing a tactic requires
5. The most effective tactics are created by the people who are the closest to the customers—
6. What is a strategy?
7. “Winning the game” in business means
8. What is marketing intelligence?
9. Types of information about competitors that are valuable to marketers include (Please describe each)
10. Marketing intelligence must be studied and
11. Using the information to plan the next tactics and strategies will help a business
12. Sources of information include
13. Using the Internet to obtain public information about companies is
14. Who can gain insight into the competition through observation? How can they obtain the information?
15. What are trade shows?
16. What can salespeople gain at trade shows?
17. What can be learned from customers—even those that do not buy your product?

Answer questions 1 & 2 on page 151