SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 6

THE MARKETING GAME PLAN

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NAME

Please underline your answers.

1. What is a marketing plan?
2. Once the tactics are determined,
3. Raw data are the
4. Raw data is not of much use until
5. What is interpretation?
6. Gathering an adequate amount of data and then transforming it into useable forms,
7. What is applied research?
8. The marketing concept focuses on
9. Peter Drucker defines marketing as
10. Peter Drucker’s statement emphasizes the need to carefully learn
11. What are touchpoints?
12. Touchpoints include
13. Sports teams without fans
14. What four things is a challenge for all teams?

Answer questions 1 & 2 on page 157