SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 6

THE MARKETING GAME PLAN

* 1. MAPPING THE PLAN Page 158

NAME

Please underline your answers.

1. A marketing plan is
2. What is a mission statement?
3. The mission statement provides focus
4. What is a mass market?
5. What is the product portfolio?
6. What is test marketing?
7. Once the tactics and strategies are determined,
8. The end result of the planning is a formal document—
9. The major components of a marketing plan are determined
10. When an organization moves its focus away from its customers,
11. A marketing plan can generally be divided into three major categories. They are:
	1. Analysis-The analysis section includes
	2. Strategy
	3. Implementation

Answer questions 1 & 2 on page 163

Answer questions 1-13 on page 164