SPORTS AND ENTERTAINMENT MARKETING

CHAPTER 4--REVIEW

NAME

19 points

Type your name here and highlight it

Using Microsoft Word, type the correct answer to the following questions:

1. Why are marketers intensely interested in capturing a larger share of the teenage market?
2. What is the value of outstanding customer service in a highly competitive marketplace?
3. What are the five needs that make up Maslow’s Hierachy of needs?
4. What is geographic segmentation?
5. What is opportunity cost?
6. What is market segment?
7. What is the customer service gap?
8. Describe how the five levels of need in Maslow’s Hierarchy of Needs could be met at a college football game.

Physiological

Security

Social

Self- Esteem

Self-actualization