SPORTS AND ENTERTAINMENT MARKETING

CHAPTER 3--REVIEW

NAME

14 points

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

1. Why do athletes and celebrities choose to write books?
2. How are major universities paying the high salaries demanded by top coaches?
3. Why are ongoing promotions necessary for the success of sports camps?
4. What is the mission of travel trade?
5. Why are theme parks becoming increasingly popular in India?
6. Explain the difference between a camp and a workshop
7. Why are athletes and coaches good motivational speakers