

Name: _____

Date: _____

What is Sports and Entertainment Marketing?

B I C T B A C R O S S P R O M O T I O N X Q S B
O C L P Q O F A V W Q N Y L E E Z X F L I S Z B
U Z U D N O I T I T E P M O C F O Y W C M K H V
P T G U N Z K D P Y B N Z L M K A P K H G T Y V
N M V I F A Z A E C O N O M I C S R Q A N P K U
E V K N O I T U B I R T S I D B E I F N I T S G
C K S Y F Q I P Q G E O X H U Y U K I N T R M S
I P Z U N C R M J B B J B K A T A T U E E A X A
R E U Y P O V P R O F I T H A A Z A D L K D O L
P Y L E D P N O K A O B F R Q R W J E O R E P E
L B A U O O L S A D Q V P Z C G Z T M F A M S S
P O C H F G R Y G Z L J V B L E U K O D M A P P
R T J O A O P F A T S K O L T T O T G I P R O R
F O K U N L G J P N P O U W Q M J C R S R K N O
D P J U H R V E R F D V Q I Y A Y O A T O G S M
X V B Z J B O J O M B D Q E W R I N P R M O O O
P U G V D U M K L G K U E J T K Q S H I O I R T
W X X H I H L V Q Y R U W M T E F U I B T M S I
E Z T V G E U I S Z X A Z I A T J M C U I M H O
K D N A R B I N C E Y C P Y J N U E S T O E I N
T V S F A R T I H E V Y Z H B Q D R D I N D P N
V W O R I N D Q B R N O W T I T U S Q O F I G T
O M X H M Z E Y J D W S F R G C Z P M N Q A S H
V O M A R K E T S E G M E N T E S R H O C I T S

Channel of Distribution	Supply and Demand	Sales Promotion	Cross-Promotion
Market Segment	Target Market	Marketing Mix	Distribution
Demographics	Competition	Geographics	Sponsorship
Trademark	Consumers	Economics	Promotion
License	Product	Profit	Media
Brand	Price	Logo	