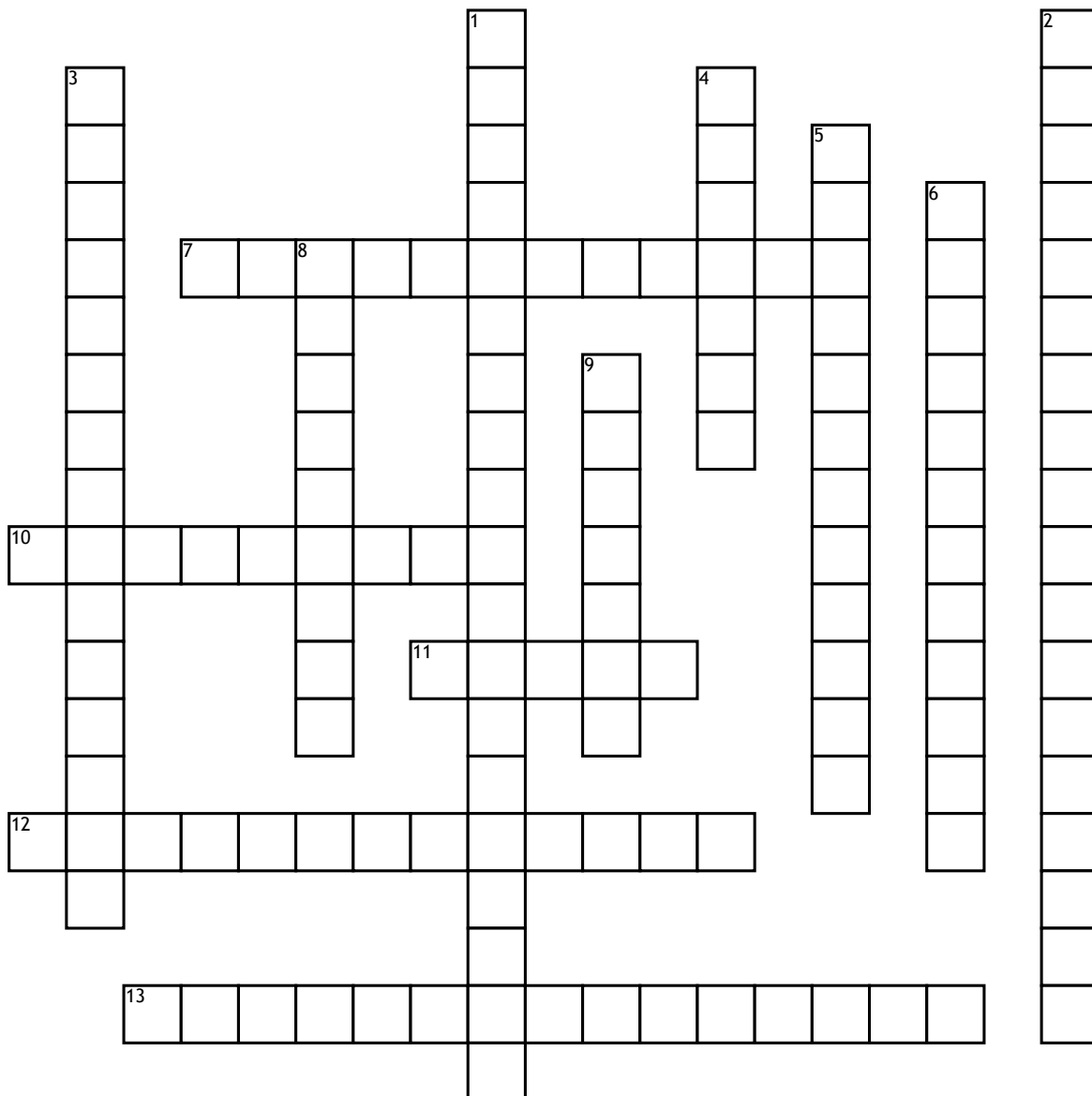


Ch. 1 What is Sports and Entertainment Marketing?



Across

7. shared characteristics of a group, such as age, marital status, gender, ethnic background, income level, and education level

10. ways to make customers aware of products and encourage them to buy

11. the amount that customers pay for products

12. some type of performance that people are willing to spend their money and spare time watching

13. the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer

Down

1. the amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses, such as housing and car payments

2. influencing how people choose to spend their time and money on entertainment

3. using sports to market products

4. the number of viewers a program attracts

5. the locations and methods used to make products available to customers

6. describes how a business blends the four marketing elements of product, distribution, price, and promotion

8. the creation and maintenance of satisfying exchange relationships

9. what a business offers customers to satisfy needs