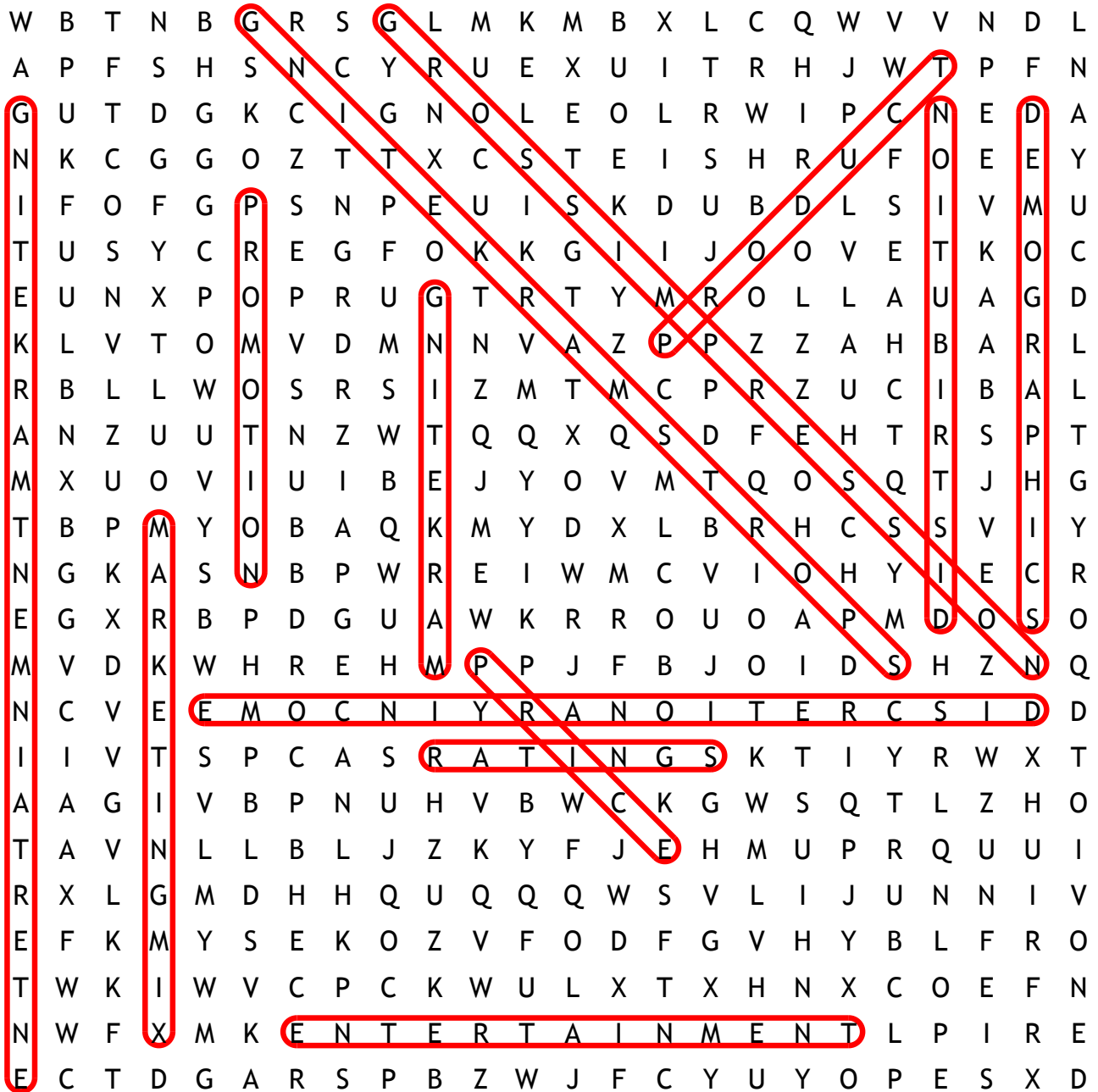


Name: _____

Date: _____

Ch. 1 What is Sports and Entertainment Marketing?



Entertainment marketing
Gross impression
Distribution
Marketing
Price

Discretionary income
Marketing mix
Demographics
Ratings

Sports marketing
Entertainment
Promotion
Product