

Name: _____ Date: _____

Review Marketing Terms

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| 1. Involves the locations and methods used to make products available to customers K | A. Promotion |
| 2. Common characteristics of a group, such as age, marital status, gender, and income level L | B. Product |
| 3. What a business offers customers to satisfy needs B | C. Entertainment Marketing |
| 4. Influencing how people choose to spend their time and money on entertainment C | D. Price |
| 5. The number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer M | E. Sports Marketing |
| 6. Ways to make customers aware of products and encourage them to buy them A | F. Marketing |
| 7. The creation and maintenance of satisfying exchange relationships F | G. Marketing Mix |
| 8. Some type of performance that people are willing to spend their money and spare time watching I | H. Discretionary Income |
| 9. The number of viewers a program attracts J | I. Entertainment |
| 10. Describes how a business blends the four marketing elements of product, distribution, price, and promotion G | J. Ratings |
| 11. Amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses H | K. Distribution |
| 12. Using sports to market products E | L. Demographics |
| 13. The amount that customers pay for products D | M. Gross Impression |