

Name: _____

Sport Marketing Terms

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

Channel of Distribution
Demographics
Competition
Promotions
Endorser
Sports
Market

Marketing Research
Co-Branding
Copyrights
Economics
Generic
Profit
Needs

Entertainment
Partnership
Trademarks
Sponsors
Product
Target
Brand