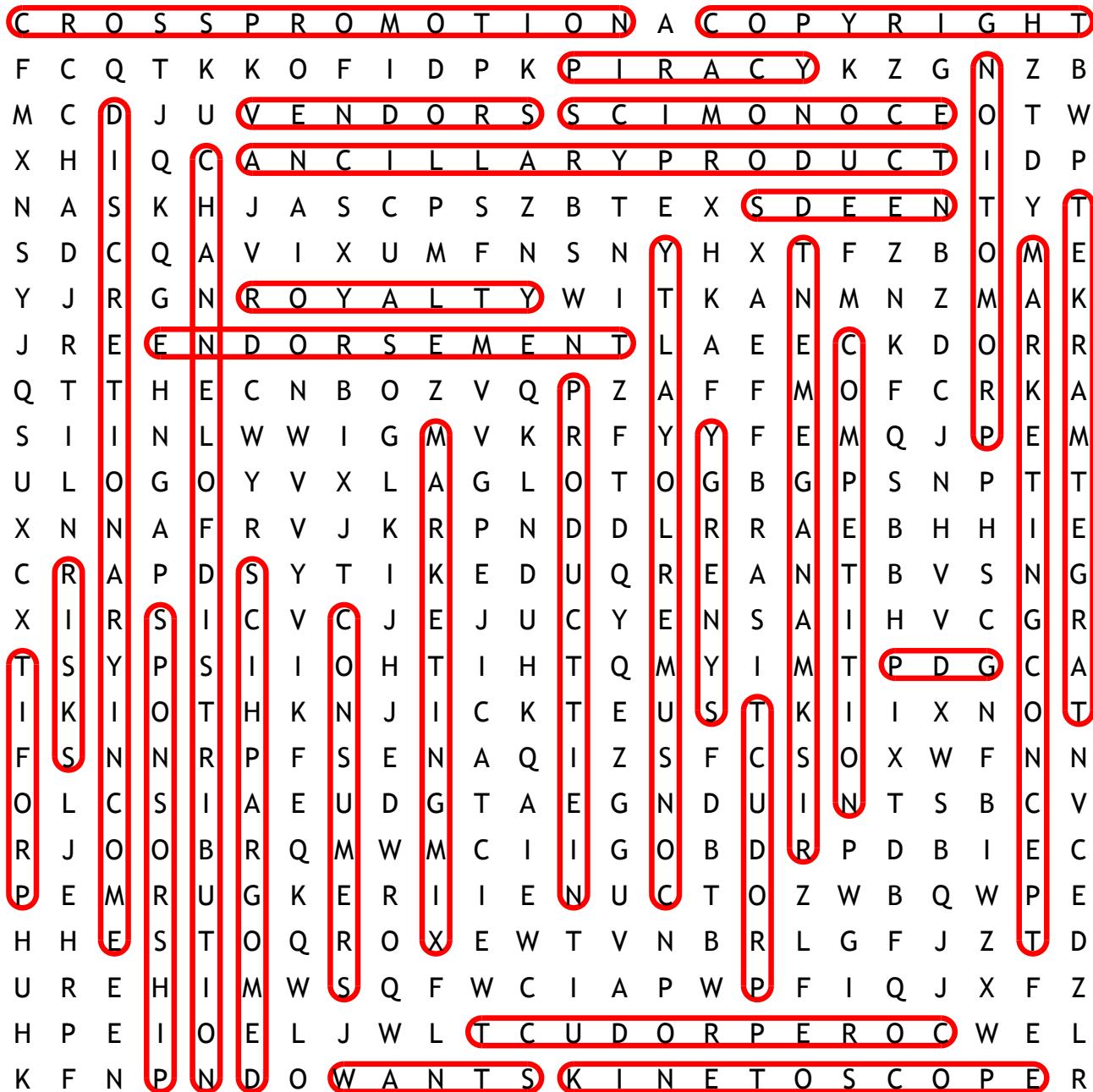


Name: _____

Date: _____

Sports and Entertainment Marketing



CHANNEL OF DISTRIBUTION
MARKETING CONCEPT
RISK MANAGEMENT
TARGET MARKET
COMPETITION
SPONSORSHIP
ECONOMICS
ROYALTY
PIRACY
RISKS

DISCRETIONARY INCOME
CONSUMER LOYALTY
PRODUCT TIE-IN
CORE PRODUCT
ENDORSEMENT
CONSUMERS
PROMOTION
SYNERGY
PROFIT
WANTS

ANCILLARY PRODUCT
CROSS-PROMOTION
MARKETING MIX
DEMOGRAPHICS
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PRODUCT
VENDORS
NEEDS
GDP