Marketing is a \_\_\_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_, promoting, and distributing \_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_ customers’ \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_.



# Sports

Sports are a source of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ engaged in for pleasure

Can be

Can be

# Sports Marketing

Sports Marketing uses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to meet the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a sports property.

# What is Marketed?

DURABLE GOODS

NONDURABLE GOODS

SERVICES

IDEAS

PEOPLE

PLACES

ORGANIZATIONS

Identification of Marketing: Good, Service, or Idea?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

# The Elements of Marketing

P =

P =

P =

P =

# Sports Marketing Mix:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Strategies

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Strategies

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Strategies

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Strategies

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Strategies

# Seven Core Functions of Marketing

1.

2.

3.

4.

5.

6.

7.

# Producers

Individuals or Companies which \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

They provide the “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

They are willing to exchange the product or service for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# Sports Producers

Sports Producers May Provide:

\_\_\_\_\_\_\_\_\_\_\_ for Participation

Events for Entertainment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sporting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Equipment

Licensed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Collectables and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Training

Sports Information

Event Coverage and Distribution

# Consumers

Individuals or Companies which have \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and have something to exchange.

They create a “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

They have something to exchange for a product or service and are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# Sports Consumers

Consumers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ money for a “wanted” good or service.

Sports Consumers exchange in different ways:

Spectators as Consumers

Benefit by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ game

Exchange for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Participants as Consumers

Benefit by \_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_

Exchange for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Exchanges

Everyday transactions between \_\_\_\_\_\_\_\_\_\_\_\_\_& \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Typically trading \_\_\_\_\_\_\_\_\_\_\_ for a product or service

# Benefits of Marketing

Add \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to goods and services

Makes buying \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Maintains reasonable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Provides a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of goods and services

Increases \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_