

Chapter 1

Emergence of Sports Marketing

Multiple-Choice

1. Sports marketing is defined as _____.
a. the specific application of marketing principles and processes to sports products and to the marketing of nonsports products through the association with sport
b. the exchange process applied to sports products
c. the selling of athletics, sports entities, and sponsorship to consumers of sport
d. the set of elements that sports organizations use to meet their marketing objectives and to satisfy consumer needs
e. none of the above

Answer: a

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Difficulty: Medium

2. Which of the following best illustrates sports marketing?
a. St. Louis Cardinals developing a Mark McGwire coin for a game-day promotion
b. The USTA designing a plan to increase tennis participation
c. Buy.com sponsoring a professional golf tour
d. A school's athletic department promoting Drug Awareness Week
e. All of the above illustrate sports marketing.

Answer: b

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Difficulty: Medium

3. The relationship between sport and entertainment can be best described as _____.
a. suffering from marketing myopia
b. things that we engage in for pleasure
c. spontaneous
d. things that we actively participate in
e. things that make us better individuals

Answer: b

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Difficulty: Easy

4. A marketing orientation is described as _____.
a. understanding the consumer's needs while achieving the organization's objectives
b. the coordinated set of elements that sports organizations use to meet their marketing objectives and satisfy consumer needs
c. a sports organization that will do anything to satisfy its consumers
d. sharing the information gathered to make market decisions
e. all of the above

Answer: a

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Difficulty: Medium

5. According to the text, an organization is marketing oriented when it engages in which of the following activities?
a. intelligence generation
b. intelligence dissemination
c. responsiveness
d. all of the above
e. none of the above

Answer: d

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Difficulty: Easy

6. Evidence of growth in the sports industry includes _____.
a. the number of people attending sporting events
b. the amount of spending on media coverage of sports
c. an industry generating \$200 billion a year
d. all of the above
e. none of the above

Answer: d

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Difficulty: Easy

7. The simplified model of the consumer-supplier relationship attempts to _____.
a. detail every complex marketing exchange in the sports industry
b. provide a structure for the complexities of the sports industry
c. examine sports products and the consumers who purchase these products
d. gather information for sports marketing decisions
e. disseminate information for sports marketing decisions

Answer: b

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Difficulty: Challenging

8. Sports participants can be best described as consumers who _____.
a. purchase sporting goods
b. play sports for fun
c. engage in both unorganized and organized sports
d. engage in organized sports only
e. both a and b

Answer: c

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Difficulty: Medium

9. Consumers of sport include _____.
a. media
b. agents
c. corporations
d. people
e. both c and d

Answer: e

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Difficulty: Easy

10. Examples of sports products include _____.
a. sporting events
b. athletes
c. corporations
d. financial institutions
e. both a and b

Answer: e

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Difficulty: Easy

11. Licensing is especially important to the sports industry because _____.
a. professional teams make the majority of their revenues through licensing
b. licensing helps make consumers aware of professional teams
c. the majority of licensed products sold are sports apparel
d. it helps professional sport teams to sell more season tickets
e. both b and c

Answer: e

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Difficulty: Medium

12. A growing area of the sports industry is referred to in the text as personal training. The products that are included in this area of the sports industry are _____ and _____.
a. fitness centers; health services
b. sports camps; instruction
c. both a and b
d. sports equipment; sports collectibles
e. fitness centers; sports memorabilia

Answer: c

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Difficulty: Easy

13. The sports product map consists of the following two dimensions: _____ and _____.
a. goods/services; tangible/intangible
b. spectators/consumers; products/suppliers
c. goods/services; body/mind
d. body/ideas; producers/intermediaries
e. goods/body; service/mind

Answer: c

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Difficulty: Medium

14. Which one of the following is an example of producers/intermediaries?
a. corporations/sponsors
b. sporting goods/teams
c. spectators/teams
d. sporting goods/users
e. none of the above

Answer: a

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Difficulty: Medium

15. According to the text, the exchange process is central to any successful marketing strategy. For this process to occur, which of the following conditions must be satisfied?
a. There must be at least two parties.
b. Each party must have something of value to offer the other.
c. Each party must be free to accept or decline the offer.
d. Each party must believe it is desirable to deal with others.
e. all of the above

Answer: e

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Difficulty: Challenging

True/False

16. An organization is marketing oriented when it engages in intelligence generation, intelligence dissemination, and responsiveness.

Answer: True

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Difficulty: Medium

17. Under the model of consumer–supplier relationship, consumers and producers affect products.

Answer: True

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Difficulty: Easy

18. According to the text, spectators are consumers who derive their benefit from the observation of the event.

Answer: True

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Difficulty: Easy

19. When considering participants as consumers, the text indicates that in the past five years there has been a slight decline in this area of the sports industry.

Answer: False

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Difficulty: Challenging

20. In sports sponsorship, the consumer (in most cases) is exchanging money or product for the right to associate its name or product with a sporting event.

Answer: True

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Difficulty: Medium

21. In the product area of the sports industry, goods and services are defined as both tangible and physical.

Answer: False

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Difficulty: Medium

22. According to the text, the sporting goods industry and recreation industry, consisting of sports equipment, licensed merchandise, collectibles, and memorabilia, was nearly a \$60 billion dollar industry in 2006.

Answer: True

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Difficulty: Medium

23. Sports information products provide consumers with news, statistics, schedules, and stories about sports.

Answer: True

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Difficulty: Easy

24. A good example of producers in the sport industry would be the media and sport agents.

Answer: False

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Difficulty: Medium

Essay

25. Define sports marketing and discuss how sports marketing is related to the entertainment industry.

Suggested Answer:

Sports marketing is defined as “the specific application of marketing principles and processes to sport products and to the marketing of nonsports products through association with sport.” Relating this to the entertainment industry may be watching movies, listening to a concert, viewing an exciting collegiate football game, or fishing with a friend or family member.

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Difficulty: Easy

26. Discuss the simplified model of the consumer–supplier relationship as it relates to your favorite professional sport.

Suggested Answer:

With the NFL, the first step in the model would be the spectators/fans either watching on television or at the arena. The next step in the model would be the product, which would include the game and the athletes. The last step in the model would be the NFL itself, the owner, and the media.

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Difficulty: Medium

27. How is the definition of *sports marketing* related to the three distinct types of sports consumers?

Suggested Answer:

The definition of sports marketing would be applied to the spectator with the actual product (sport, game, event) being observed through the media or in person. Participants would be those active in the sport using the goods (athletic shoes, fishing rods, fitness equipment). The sponsors would be those tying in their companies or organizations with a specific sport, sport event, or athlete so that their company would become more noticeable to the general

public.

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Difficulty: Medium

28. There are four categories related to the sports product. Choose one and discuss why it is a sports product and how it is used.

Suggested Answer:

Professional athletes when performing are considered a sports product because they are consumed (watched) by spectators. When Michael Jordan was playing basketball for the Chicago Bulls, he and the game were the product, and the thousands of fans in the seats watching and listening through the media were consuming the event.

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Difficulty: Easy

29. Discuss the conditions that must be satisfied under the sports marketing exchange process.

Suggested Answer:

There must be at least two parties. Each party must have something of value to offer the other. There must be a means for communication between the two or more parties. Each party must be free to accept or decline the offer and must believe it is desirable to deal with the others.

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Difficulty: Medium