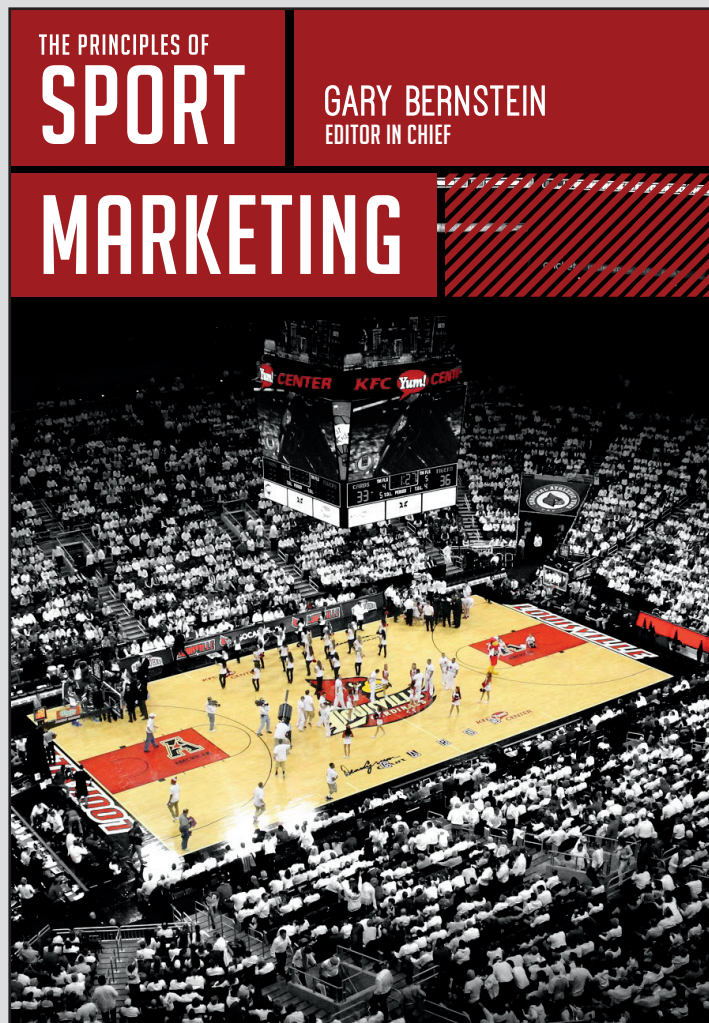


# TEST BANK



SAGAMORE  
P U B L I S H I N G

# 1. WHAT IS SPORT MARKETING?

## EXAMINATION QUESTIONS (\* INDICATES CORRECT ANSWER)

1. In what ways are corporate logos being placed in visible ways for viewers?
  - a. Uniforms
  - b. Billboard space
  - c. Using an athlete's image
  - d. All of the above \*
  - e. None of the above
2. What is now included in sport marketing that makes it more diverse than it was when it first began?
  - a. Ticket and concession income \*
  - b. The facility
  - c. Staffing
  - d. Fund-raising
  - e. None of the above
3. In what ways can teams create their brand to their fans for a Division III experience?
  - a. Colors
  - b. Competition
  - c. Location
  - d. Players
  - e. A and C \*
  - f. B and D

## TRUE OR FALSE QUESTIONS (\* INDICATES CORRECT ANSWER)

1. Advertising and promotional campaigns are built on the endorsements of sports celebrities.
  - a. True \*
  - b. False
2. All sport marketers need to work for a team.
  - a. True
  - b. False \*
3. Sport marketing consists of all activities designed to meet the needs and wants of fans consuming sports through the exchange process.
  - a. True \*
  - b. False
4. Corporations plan their advertising and promotional campaigns around the endorsements of sports celebrities.
  - a. True \*
  - b. False
5. There is more being done on the field than off the field to market the team.
  - a. True
  - b. False \*

6. Sport marketing is only some of what is done to get the organization's name in front of the public.
  - a. True
  - b. False \*

## SHORT ANSWER QUESTIONS

1. What does the revenue stream of sport marketing include now?  
Sports equipment manufacturing, advertising, ticket and concession income, athlete endorsements, and product merchandising
2. How do market researchers gather information about their consumers?  
Conduct surveys
3. List three examples of sport marketing.  
Allstate  
Reebok  
Coke  
StubHub  
Budweiser  
Citibank
4. What is your definition of sport marketing?  
Answer includes some or most of these parts: building relationships, revenue generation, brand recognition, connection with fans, experience, promotion, advertising, determining wants and needs of consumers, getting your organization's name in front of the public.
5. Provide an example of major companies that manage promotional campaigns and sponsorship of national and international sporting events.  
NetJets, Buick, Frito Lay
6. How do companies build relations with their fans?  
Sponsorships and corporations, special events, endorsements, licensing, and brand awareness

## FILL IN THE BLANK

1. The second function of sport marketing is to modify \_\_\_\_\_ and \_\_\_\_\_ of potential and current customers.  
Attitudes and behaviors
2. Sports managers are also employed by \_\_\_\_\_ .  
Sports agents
3. According to Peter Drucker, \_\_\_\_\_ and \_\_\_\_\_ are the two chief functions of business.  
Marketing and innovation

4. According to Mark Fine, Sr., director of marketing for the New York Mets, sport marketing is about revenue generation through \_\_\_\_\_ and \_\_\_\_\_.  
Recognition and connection
  
5. Through the eyes of an athletic administrator, sport marketing is the promotion of the university through \_\_\_\_\_ and \_\_\_\_\_.  
Athletic events and teams

## 2. THE IMPORTANCE OF MARKETING

### EXAMINATION QUESTIONS (\* INDICATES CORRECT ANSWER)

1. Marketing at UT - Chattanooga is designed to \_\_\_\_\_.
  - a. Increase attendance at events
  - b. Grow ticketing revenue stream
  - c. Increase donations to the Mocs club
  - d. A and B \*
2. Estimated global sports revenues are projected to grow annually \_\_\_\_\_.
  - a. 1.2%
  - b. 3.7% \*
  - c. 8.4%
  - d. 11.6%
3. The first step in building a brand through marketing is \_\_\_\_\_.
  - a. Determining what customers wants \*
  - b. Determining what your organization or product does better than the competition
  - c. Creating awareness
  - d. Adding in perceived value
4. Marketing is influential in which of the following ways?
  - a. Participation and attendance at events
  - b. Income generated through facilities operations
  - c. In presenting a positive image for an individual or organization
  - d. All of the above \*
5. In which way is sport marketing not different from other types of marketing?
  - a. The product has universal appeal
  - b. The product is simultaneously produced and consumed
  - c. The product is easily accessible \*
  - d. High levels of fan devotion and team identification are seen
6. In seeking sponsorships, sport marketers look to \_\_\_\_\_.
  - a. Enable the corporation to obtain a competitive advantage and meet their marketing goals and objectives
  - b. Be a good fit with the image and philosophy of the corporation
  - c. Provide a link to the consumers the corporation is seeking to attract
  - d. All of the above \*
7. Armed with only a \$1,000 budget, Covenant College did everything except \_\_\_\_\_.
  - a. Increase event attendance by students
  - b. Use the marketing revenue to start a scholarship fund \*
  - c. Raise \$10,000 in the first 6 months
  - d. Employ a promotion, contest, or free giveaway at halftime of every home game

## TRUE OR FALSE QUESTIONS (\* INDICATES CORRECT ANSWER)

1. The youth sports travel industry is not expected to grow in the future.
  - a. True
  - b. False \*
2. Effective marketing includes reaching and reinforcing the value of a message or product to wide range of potential paying customers.
  - a. True \*
  - b. False
3. Marketing rarely leads to additional revenue for an organization.
  - a. True
  - b. False \*
4. Marketing myopia states that businesses will do better in the end if they concentrate on meeting customers' needs rather than on selling products.
  - a. True \*
  - b. False
5. Distinct history or trademarks assist in building brand equity.
  - a. True \*
  - b. False
6. Marketing often seeks to promote a negative message.
  - a. True
  - b. False \*
7. Social media is not a component of many successful marketing campaigns.
  - a. True
  - b. False \*
8. A definitive goal of sport marketing is to bring in more revenue.
  - a. True \*
  - b. False
9. Marketing does not typically lead to an increase of attendance at sporting events.
  - a. True
  - b. False \*
10. Event organizers, professional teams, colleges, and high schools are each looking for exposure through a variety of avenues for their athletic programs.
  - a. True \*
  - b. False
11. A good marketing plan will often lead to increased revenue.
  - a. True \*
  - b. False
12. Television coverage is the only way to increase the exposure for a product or program.
  - a. True
  - b. False \*

13. Even with a great marketing campaign, a small organization will not have a chance in the sports industry.
- True
  - False \*

## SHORT ANSWER QUESTIONS

- 1. Why do some organizations fail to engage in marketing?**  
Many small businesses do not feel as if they have the time to invest or money to spare on marketing.
- 2. Why is sport marketing different than marketing in other industries?**  
Sport has universal appeal, the product is simultaneously produced and consumed, and high levels of fan devotion and team identification are seen.
- 3. How can marketing work to bring in revenue for your organization?**  
Finding new customers leads to increasing event attendance, which then can fund operations. Also, sport can be used as a promotional vehicle for other products, such as co-branding with Nike on jerseys.
- 4. List three ways that marketing can influence an organization.**
  - Higher levels of participation and attendance at events
  - Additional income that can be used to improve and upgrade facility operations
  - Repairing or promoting an organization's image
- 5. Why will it be important to engage in sport marketing in the future?**  
Sport is growing globally by over 3% each year. Domestically we are seeing the continued rise of youth sports. Both are important as new marketing and revenue opportunities are created as the sports industry continues to expand.

### 3. ROLE OF RESEARCH METHODS IN SPORT MARKETING

#### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Consumer research includes geodemographics.
  - a. True \*
  - b. False
2. Company research includes pricing strategies.
  - a. True
  - b. False \*
3. Qualitative research always includes measurable variables.
  - a. True
  - b. False \*
4. The U.S. Census is an example of a primary data source.
  - a. True
  - b. False \*
5. Random sampling is a type of probability sampling.
  - a. True \*
  - b. False
6. The final part of a research report is the Results section.
  - a. True
  - b. False \*
7. The introduction in a research report is where the researcher makes suggestions for future research.
  - a. True
  - b. False \*
8. An organizational Facebook page includes Page Insights.
  - a. True \*
  - b. False
9. A major pitfall researchers face is lack of research.
  - a. True \*
  - b. False
10. Convenience samples are seen as reliable research tools.
  - a. True
  - b. False \*

#### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Which of the following is not one of the four Cs of marketing?
  - a. Climate
  - b. Company
  - c. Communication \*
  - d. Competitor



2. Psychographics include which of the following?
  - a. Gender
  - b. Opinions \*
  - c. Ethnicity
  - d. Income
3. What is a “systematic and formal process of answering questions or testing hypotheses”?
  - a. Triangulation
  - b. Sample size
  - c. Trial and error
  - d. Research \*
4. Which of the following is not one of the four major types of research?
  - a. Scientific research \*
  - b. Descriptive research
  - c. Predictive research
  - d. Exploratory research
5. All of the following are sections of a research report except \_\_\_\_\_.
  - a. Method
  - b. Literature Review
  - c. Discussion
  - d. Argument \*
6. The Method section of a research report contains \_\_\_\_\_.
  - a. Study findings
  - b. Sampling procedures \*
  - c. Context of study
  - d. Interpretation of results
7. Figures and tables are most commonly found in which section?
  - a. Argument
  - b. Method
  - c. Results \*
  - d. Introduction
8. This section of a research report provides interpretation of results.
  - a. Discussion \*
  - b. Method
  - c. Literature Review
  - d. Argument
9. This should be answered for each piece of literature reviewed.
  - a. How did they do it?
  - b. What did they find?
  - c. What did they do?
  - d. All of the above \*

10. This section of a research report provides context for the study.
  - a. Literature Review
  - b. Method
  - c. Introduction \*
  - d. Argument
11. All of these are steps to conducting research effectively except \_\_\_\_\_.
  - a. Ask the right questions
  - b. Effectively communicate findings
  - c. Revise infrequently \*
  - d. Ask questions the right way
12. Researchers must be flexible to adjust all except \_\_\_\_\_.
  - a. Research data \*
  - b. Research questions
  - c. Research problem
  - d. Research purpose
13. It is essential for future sport marketers to be able to \_\_\_\_\_.
  - a. Make informed decisions
  - b. Evaluate results
  - c. Identify/conduct research
  - d. All of the above \*
14. Which of the following is a competitor research topic?
  - a. Objectives
  - b. Product differentiation \*
  - c. Strengths
  - d. Social climate
15. Page Insights provide \_\_\_\_\_.
  - a. Impressions of posts
  - b. Daily active users
  - c. Demographic information
  - d. All of the above \*

## 4. ADVERTISING AND PUBLIC RELATIONS

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Rachel Park, director of marketing at Eastern Kentucky University, agrees that \_\_\_\_\_.
  - a. Advertising and public relations work together well \*
  - b. Advertising is more effective than public relations
  - c. Public relations are more effective than advertising
  - d. Advertising and public relations both struggle to assist in the marketing process
2. Public perception of a sports organization can be influenced by \_\_\_\_\_.
  - a. B and C \*
  - b. Advertising, media relations, community relations
  - c. Crisis management and ethical considerations
3. The nine steps of strategic public relations can fit under the categories of \_\_\_\_\_.
  - a. Planning, offering, leading, evaluating
  - b. Planning, organizing, leading, evaluating \*
  - c. Planning, organizing, managing, controlling
4. Included in the roles that media and community relations fill for a sports organization are \_\_\_\_\_.
  - a. Improving the image of a team
  - b. Teaching the business of sport
  - c. Crisis management
  - d. A and C \*
5. What are the five areas to address in practicing effective public relations?
  - a. Public relations, media relations, family relations, crisis management, and ethical considerations
  - b. Public relations, technology relations, community relations, crisis management, and ethical considerations
  - c. Public relations, media relations, community relations, crisis management, and ethical considerations \*
  - d. Public relations, media relations, community relations, emergency management, and ethical considerations
6. Exposure can be generated through \_\_\_\_\_.
  - a. Television media
  - b. Radio media
  - c. Internet media
  - d. Print media
  - e. All of the above \*
7. The components of the strategic sport communication model include \_\_\_\_\_.
  - a. Sport mass media
  - b. Personal and organizational communication in sport
  - c. Sport communication services and support
  - d. A and B
  - e. A, B, and C \*

8. Sports advertising agencies offer their services to cover all \_\_\_\_\_ needs of a sports organization.
  - a. Marketing, advertising, promotional, and sponsorship \*
  - b. Marketing, advertising, and sponsorship
  - c. Marketing, advertising, and promotional
  - d. Financial
9. The communication process includes \_\_\_\_\_.
  - a. Source, message, print media target
  - b. Source, message, medium, target \*
  - c. Source, electronic media, print media target
  - d. Source, message, medium, endorsements
10. The goals of public relations include \_\_\_\_\_.
  - a. Revenue generation
  - b. Seek to influence people to adopt a certain point of view
  - c. Serve as a propaganda machine for a sports organization
  - d. A and B \*

### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Advertising is not an important tool for a sports manager.
  - a. True
  - b. False \*
2. There is no difference between advertising and public relations.
  - a. True
  - b. False \*
3. Public relations and advertising both fit under the umbrella of marketing.
  - a. True \*
  - b. False
4. Public relations do not bring much value to a sports organization.
  - a. True
  - b. False \*
5. The mass appeal of sport has proven advertising investments to be worthwhile.
  - a. True \*
  - b. False
6. A sports manager does not need to be prepared to know how to address a crisis.
  - a. True
  - b. False \*
7. It is the responsibility of the organization to communicate its message.
  - a. True \*
  - b. False

8. In many organizations, advertising responsibilities fall under the marketing division.
  - a. True \*
  - b. False
9. The use of advertising in sport is a common practice that every sports manager must understand to be successful in the industry.
  - a. True \*
  - b. False
10. The ultimate goal that sports organizations seek to achieve from their advertising efforts is to increase sales.
  - a. True \*
  - b. False
11. Sports advertising allows companies to differentiate themselves and highlight their unique selling points, along with the goal of stimulating competition in the marketplace.
  - a. True \*
  - b. False
12. Sports sponsorship allows companies to continue to differentiate themselves in the market.
  - a. True \*
  - b. False
13. Ethical issues in advertising will not have a negative effect on an organization.
  - a. True
  - b. False \*
14. Public relations communication only covers what happens on the field.
  - a. True
  - b. False \*
15. Community relations are a part of public relations.
  - a. True \*
  - b. False

## 5. SPORTS PROMOTION, PRICING, AND PACKAGING

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Price is the only component of the marketing mix focused on \_\_\_\_\_.
  - a. Budgeting
  - b. Costs
  - c. Revenue generation \*
  - d. Brand awareness
2. A unique aspect to pricing in sport is \_\_\_\_\_.
  - a. Pricing premium versus value products
  - b. The emotional attachment of fans \*
  - c. The large number of competitors
  - d. Advanced purchasing
3. A down economy has a considerable influence on \_\_\_\_\_, which ultimately impacts ticket revenue at sporting events.
  - a. Discretionary spending \*
  - b. Consumer attitudes
  - c. Stock prices
  - d. Television ratings
4. Pricing based on budgetary needs, general costs, and anticipated payroll is called \_\_\_\_\_.
  - a. Demand-based pricing
  - b. Dynamic pricing
  - c. Fixed pricing
  - d. Cost-based pricing \*
5. When organizations set prices months in advance with no flexibility to make adjustments, this strategy is called \_\_\_\_\_.
  - a. Demand-based pricing
  - b. Dynamic pricing
  - c. Fixed pricing \*
  - d. Cost-based pricing
6. The practice of charging customers different prices for essentially the same product or service is called \_\_\_\_\_.
  - a. Price inflation
  - b. Price discrimination \*
  - c. Adjusted pricing
  - d. Price bundling
7. Variable ticket pricing is \_\_\_\_\_.
  - a. Price differentiation prior to the season based on factors such as day and time of the game, game-day promotions, television broadcasts, and holidays \*
  - b. Price differentiation in real time or daily based on factors such as team and player performance, weather, demand for the event, and prices on the secondary ticket market
  - c. Price differences between sports leagues and levels of play
  - d. Pricing strategy that includes group packages, multiticket plans, and individual ticket plans

8. Dynamic ticket pricing is \_\_\_\_\_.
  - a. Price differentiation prior to the season based on factors such as day and time of the game, game-day promotions, television broadcasts, and holidays
  - b. Price differentiation in real time or daily based on factors such as team and player performance, weather, demand for the event, and prices on the secondary ticket market \*
  - c. Price differences between sports leagues and levels of play
  - d. Pricing strategy that includes group packages, multiticket plans, and individual ticket plans
9. Which of the following should *not* be considered an important component of promotional strategy?
  - a. Creativity and innovation
  - b. Integration
  - c. Transformation \*
  - d. Evaluation
10. Sales promotions are \_\_\_\_\_.
  - a. Price-related strategies such as discounts and incentive programs or nonprice-related strategies such as contests, giveaways, or celebrity appearances \*
  - b. Direct communication with consumers about the product or service
  - c. External communication with potential consumers in an attempt to sell the product or service directly (i.e., cold calls)
  - d. Personalized advertising strategy to create sales and increase revenue
11. Brand associations are \_\_\_\_\_.
  - a. Strategic partners of given brand or product
  - b. Extensions of the core brand in the form of ancillary products and services
  - c. A group of brands working together as a larger multifaceted organization
  - d. Judgments that come to a consumer's mind when they encounter a brand \*
12. Which of the following is *not* a function of distribution?
  - a. Providing a televised broadcast of a live event
  - b. Equally spreading duties among a marketing department \*
  - c. Delivering season tickets to consumers
  - d. Developing an online store for team merchandise
13. Which of the following is *not* a key to implementing a successful measurement plan for a team's promotional efforts?
  - a. Build in evaluation from the start
  - b. Commit resources to evaluation
  - c. Set measurable objectives and measure each objective
  - d. Do not share your methods or results with anyone \*

### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Price is a tool for communicating with consumers.
  - a. True \*
  - b. False

2. Organizational mission and objectives should not be a major consideration in pricing strategy.
  - a. True
  - b. False \*
3. Companies such as Stubhub helped to legitimize the secondary ticket market industry through fraud protection and fan protection guarantees.
  - a. True \*
  - b. False
4. Sponsorship can be used as a valuable element of promotional integration.
  - a. True \*
  - b. False
5. When promotional activities are evaluated, it is best to use either quantitative or qualitative data.
  - a. True
  - b. False \*
6. Packaging encompasses many facets including the physical material associated with a product and larger systems such as distribution, licensing, and branding.
  - a. True \*
  - b. False
7. Media communication is important, but public relations strategy is outside the scope of an integrated promotional campaign.
  - a. True
  - b. False \*



## 6. SPORT MARKETING AND SOCIAL MEDIA

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. The percentage of sports fans who report using social media at least once per day is \_\_\_\_\_.
  - a. 25%
  - b. 44%
  - c. 63%
  - d. 70%
  - e. 95%\*
2. In 2013, the most discussed sports-related news story or event on Facebook was which of the following?
  - a. World Series
  - b. Super Bowl \*
  - c. March Madness
  - d. College Football National Championship
  - e. NBA Playoffs
3. Which of the following social media platforms promotes photographs and/or video?
  - a. Instagram
  - b. Vine
  - c. YouTube
  - d. Pinterest
  - e. All of the above \*
4. Which of the following social media platforms is the most popular option based on number of overall users?
  - a. Facebook \*
  - b. Instagram
  - c. Snapchat
  - d. YouTube
  - e. Pinterest
5. Which of the following social media platforms was reported as “the top youth brand” for individuals aged 16 to 24 years old?
  - a. Facebook
  - b. Instagram
  - c. Snapchat
  - d. YouTube \*
  - e. Pinterest
6. Which of the following social media platforms has the highest number of daily photographs sent by users?
  - a. Facebook
  - b. Instagram
  - c. Snapchat \*
  - d. YouTube
  - e. Pinterest

7. Which of the following social media platforms has a primarily female audience?
  - a. Facebook
  - b. Instagram
  - c. Snapchat
  - d. YouTube
  - e. Pinterest \*
8. Which of the following is not part of an organization's relationship marketing activities?
  - a. Identifying customer relationships
  - b. Maintaining customer relationships
  - c. Enhancing customer relationships
  - d. Terminating customer relationships
  - e. All of the above \*
9. Relationship marketing places emphasis on which of the following?
  - a. Developing short-term relationships with fans
  - b. Focusing on one-time interactions with fans
  - c. Learning more about the needs and interests of fans \*
  - d. Generating revenues with every fan transaction
  - e. Focusing on fan interaction during game-day activities
10. Step 1 of the strategic marketing communications states that organizations should create relevant goals and objectives for using social media effectively. This can include which of the following activities?
  - a. Determining what demographic markets to target \*
  - b. Developing a communications content plan
  - c. Translating goals and objectives into content
  - d. Deciding between traditional and new media channels
  - e. All of the above
11. Which of the following places emphasis on the financial benefits of social media usage?
  - a. Return on investment
  - b. Monetization
  - c. Return on objectives
  - d. A and B \*
  - e. A, B, and C
12. Which of the following represents a wearable technology?
  - a. GameDay Live app
  - b. Google Hangout
  - c. ComcastTIX
  - d. Google Glass \*
  - e. Wi-Fi access

13. What percentage of millennials reported that having Internet access is as important as having food, clothing, and shelter?
  - a. 0%
  - b. 33% \*
  - c. 50%
  - d. 75%
  - e. 95%
14. Millennials cite which of the following as reasons for not attending games?
  - a. Desire for more interactivity
  - b. Ability to watch on multiple platforms
  - c. Need for greater Wi-Fi access
  - d. Ability to participate in cheaper leisure activities
  - e. All of the above \*

### **TRUE/FALSE (\* INDICATES CORRECT ANSWER)**

1. An impression is the number of times a social media message is seen.
  - a. True \*
  - b. False
2. The Internet promoted two-way communication in its earliest format.
  - a. True
  - b. False \*
3. The NFL asked all stadiums to upgrade their Wi-Fi access by the end of the 2014 season to improve the customer experience.
  - a. a. True\*
  - b. b. False
4. Strategic marketing communications places more emphasis on new and social media channels rather than on traditional media channels.
  - a. True
  - b. False \*
5. Using a witty or sarcastic message can be an appropriate way to create a brand voice through social media.
  - a. True \*
  - b. False
6. Effective strategic marketing communications states that organizations should use as many social media platforms as possible to meet their goals and objectives.
  - a. True
  - b. False \*
7. Organizations should consider monetization as the most important outcome of their social media usage.
  - a. True
  - b. False \*

8. Social media return on investment is difficult to quantify.
  - a. True \*
  - b. False
9. Social media metrics are the same across all social media platforms.
  - a. True
  - b. False \*
10. Social media metrics can give organizations insights into what content their users like.
  - a. True \*
  - b. False
11. The sports consumption habits of millennials are noticeably different from those of previous generations.
  - a. True \*
  - b. False

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Which of these items has influenced ISMC today?
  - a. Changes in how society communicates
  - b. Fans are interacting with multiple mediums at the same time
  - c. Availability of beneficial emergent mediums
  - d. Changes in the way individuals consume products
  - e. All of the above \*
2. Which of the following is not a marketing communication objective?
  - a. Establish a relationship with the audience
  - b. Relate to and inform the audience
  - c. Determine the price of a product \*
  - d. Create a dialogue with the audience
  - e. Differentiate the brand
3. Which of the following is not true about the source within the ISMC?
  - a. The traditional message sender has been renamed the source
  - b. Sources are usually not engaged in the ISMC process \*
  - c. A source may be a sports team
  - d. A source may be a sponsor
  - e. All of the above
4. The communication mix may include which of the following?
  - a. Advertising
  - b. Public relations
  - c. Personal selling
  - d. Sponsorship
  - e. All of the above \*
5. Which of the following is *not* a common risk associated with sales promotion?
  - a. Activating sponsorships \*
  - b. Difficult to customize to individuals
  - c. May condition consumers into unwanted behaviors
  - d. May undermine brand value
  - e. All of the above are common sales promotion risks
6. Which of the following is *not* an essential element of the ISMC process?
  - a. Audience
  - b. Source
  - c. Message
  - d. Price \*
  - e. All of the above are essential elements of the ISMC process

## TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Integrated sport marketing communications is simply homogenizing all communications.
  - a. True
  - b. False \*
2. Traditional marketing communications were plagued by push messaging.
  - a. True \*
  - b. False
3. The audience initiates the communication process within the ISMC.
  - a. True \*
  - b. False
4. Sport marketers should not be concerned with nonfan groups in the ISMC.
  - a. True
  - b. False \*
5. Perception of a message is totally out of the marketer's control.
  - a. True
  - b. False \*
6. Not all communication mix activities need to be included in a successful communication plan.
  - a. True \*
  - b. False
7. *Advertising* is a proper generic term for marketing communications.
  - a. True
  - b. False \*
8. Personal selling effectiveness is dependent on staff training and skills.
  - a. True \*
  - b. False
9. Relying on the field of play product is an appropriate use of atmospherics.
  - a. True
  - b. False \*
10. Poor organizational structure may harm the ISMC process.
  - a. True \*
  - b. False
11. The ability of publicity efforts to go viral is an advantage and a disadvantage.
  - a. True \*
  - b. False
12. Using traditional advertising efforts has the ability to reach a large group.
  - a. True \*
  - b. False

13. Today's sports consumers mostly interact with products through a single medium.
  - a. True
  - b. False \*
14. Promotions are typically considered to be a long-term sales campaign.
  - a. True
  - b. False \*
15. Marketing communications is interested in the way consumers store information.
  - a. True \*
  - b. False
16. Contact has been defined as any information-bearing experience that a consumer has with the brand, the product category, or the market that relates to the marketer's product or service.
  - a. True \*
  - b. False
17. Advertising may include print ads, billboards, and personal selling.
  - a. True
  - b. False \*
18. ISMC is intended to be a continuous process.
  - a. True \*
  - b. False
19. Personal selling interactions are not always about closing the sale.
  - a. True \*
  - b. False

## 8. AMBUSH MARKETING IN SPORTS

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

- The phrase *ambush marketing* was credited to which strategic marketer?
  - Bill Veeck
  - Jerry Welsh \*
  - William Hulbert
  - Adrian “Cap” Anson
- In October 2013, prior to the Sochi Games, the flame of the Olympic torch extinguished while being run through Kremlin, Russia. What company capitalized on the police officer who relit the torch?
  - Flint
  - Bic Lighters
  - Zippo \*
  - ST Dupont
- While ambush marketing does not occur solely in the sport marketing arena, it has become prevalent in which of these high-profile, high-revenue-generating sporting events?
  - Olympic Games
  - Super Bowl (National Football League)
  - Stanley Cup (National Hockey League)
  - World Cup
  - All of the above \*
- In what year did the first significant ambush incident occur?
  - 1984 \*
  - 1896
  - 1876
  - 1904
- A \_\_\_\_\_ typically comes with an exchange of large sums of money for the ability to benefit commercially from the exploitable commercial potential associated with a property.
  - Sponsorship agreement \*
  - Ambush agreement
  - Ambush campaign
  - All of the above
- What are the two categories of ambush marketing?
  - Saturation
  - Direct and predatory
  - Direct and indirect \*
  - B and C
  - All of the above



7. Which of the following are common tactics that ambushers use?
  - a. Attempting to create an association between the event and the ambushing brand
  - b. Using campaigns that naturally associate with the event
  - c. Creating consumer confusion
  - d. All of the above \*
  - e. B and C
8. One ambush strategy is the use of generic phrases that refer to the event. Which of the following could be considered a generic phrase?
  - a. Super Bowl
  - b. The Road to Indianapolis
  - c. The Big Game
  - d. B and C \*
  - e. NCAA Men's Final Four Championship
9. Many businesses that take advantage of ambush marketing claim the ambush provides a positive influence on the free market economy by which of the following?
  - a. Increasing the value of the event sponsorship \*
  - b. The ability to practice their freedom of speech rights
  - c. Explaining the variety of brands that exist in a market
  - d. None of the above
10. Event organizers seeking to generate meaningful partnerships with sponsors argue that ambush efforts diminish which of the following?
  - a. A brand's ability to capitalize on the term official
  - b. An event's ability to obtain top-dollar sponsors
  - c. The commercial value of the event itself
  - d. B and C
  - e. All of the above \*
11. A common consumer complaint regarding ambush marketing is \_\_\_\_\_?
  - a. Being fatigued by too much advertising \*
  - b. Loss of interest in the event itself
  - c. No understanding of ambush marketing
  - d. All of the above
  - e. B and C
12. Several legal resources have been used to attempt to target and prohibit ambush activity. These legal resources include which of the following?
  - a. The implementation of ambush marketing laws
  - b. The development of anti-ambush legislation
  - c. Laws protecting against trademark infringement and unfair competition
  - d. All of the above \*

13. \_\_\_\_\_ is a word, name, symbol, or device used by a person, generally a manufacturer or merchant, to identify and distinguish its goods from those manufactured and sold by others and to indicate the source of the goods.
- Copyright
  - Trademark \*
  - Mission statement
  - B and C
  - All of the above
14. This protects against trademark infringement in commerce in the United States and is commonly used as a defense against trademark infringement, false advertising, and unfair competition?
- Lanham Act \*
  - Olympic and Amateur Sports Act
  - Merchandise Marks Amendment Act
  - All of the above
15. The process of influencing and/or motivating the activities of an individual or group in the efforts to achieve a common organizational goal is called what?
- Leading \*
  - Planning
  - Organizing
  - Evaluating
16. The Olympic & Amateur Sports Act granted the USOC what power?
- to power to put ambush marketers out of business
  - the power to govern amateur athletic events related to the Olympics
  - to ability for the USOC to control Olympic symbols and marks in the United States
  - B and C \*
  - all of the above
17. In an effort to protect its Olympic brand, the International Olympic (IOC) is now requiring protection of the Olympics Intellectual Property rights as part of the bidding process.
- True \*
  - False
18. As the acceptance of various marketing activities become more common, organizations are often faced with new types of marketing such as:
- commercial pragmatism
  - parallel marketing
  - opportunistic marketing
  - All of the above \*

19. By turning a parking garage in proximity to the 1996 Atlanta Olympic Village into a mini-Nike Town, Nike was engaged in:
  - a. target marketing
  - b. athlete endorsements
  - c. sponsorship
  - d. ambush marketing \*
  - e. relationship marketing
20. Many events have now required a clean or logo-free venue in order to combat the multiple ambush tactics. These venues have been termed:
  - a. clean zones \*
  - b. ambush free
  - c. no mark zones
  - d. B and C
  - e. All of the above
21. The exchange of substantial financial investment in marketing for investments in the form of time, energy, imagination, and information.
  - a. Demographic ambush
  - b. new ambush activities
  - c. guerilla marketing \*
  - d. all of the above
22. Digital Disruptive Marketing is where brands and organizations use social media and Internet-enabled devices to intrude on another's business practice and draw attention to or away from the actual sponsor in an online space.
  - a. True \*
  - b. False
23. At the 2006 FIFA World Cup fans from Netherlands wore orange provided by Bavaria brewery. Stadium officials refused them entrance into the stadium by forcing them to remove the orange garments.
  - a. True \*
  - b. False
24. The official sponsor of the 1984 Summer Olympic Games was:
  - a. Kodak
  - b. Reebok
  - c. MGM
  - d. Fujifilm \*
25. Corporations have become experts at creating consumer confusion regarding event association. A prime example of this process was in 2012 at the London Olympic Games when the headphone brand Beats by Dre offered swimming and track athletes free gear.
  - a. True \*
  - b. False

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Which of the following is an example of corporate social responsibility?
  - a. A shoe company donating footwear to a local community shelter, which then in turn distributes to needy individuals
  - b. A corporation that manufactures cereal donating product to local food banks and food pantries to distribute to homeless shelters that feed the needy
  - c. A bank that makes a donation to a domestic violence hotline
  - d. All of the above \*
  - e. None of the above
2. Which of the following is not a correct quality of public-private partnerships?
  - a. It is an arrangement between a private business and a governmental entity
  - b. The goal principally concerns maximizing profit \*
  - c. The goal principally concerns addressing a public-policy matter
  - d. Shareholders often include the company, a governmental entity, shareholders, policy makers, employees, and society as a whole
  - e. None of the above
  - f. All of the above
3. Which of the following is *not* part of the three *Rs* of environmentalism?
  - a. Recycle
  - b. Reduce
  - c. Remove \*
  - d. Reuse
  - e. All of the above
  - f. None of the above
4. Which of the following professional sports leagues engages in *green marketing*?
  - a. Major League Baseball
  - b. National Basketball Association
  - c. National Football League
  - d. National Hockey League
  - e. All of the above \*
  - f. None of the above
5. Which of the following is a true statement when comparing legal and ethical obligations?
  - a. Ethical obligations are a sliding scale, whereas legal obligations are a minimum threshold \*
  - b. Ethical penalties and legal penalties are both always punished by imprisonment
  - c. Legal obligations are aspirational, whereas ethical obligations set out prohibited conduct
  - d. All of the above
  - e. None of the above

6. Which of the following is an example of *puffery*?
  - a. “The cost of the car is \$10,000”
  - b. “These are front row tickets”
  - c. “This car has a real sweet glide” \*
  - d. All of the above
  - e. None of the above
7. The New York Jets marketing department decided to use social media to further foster fan team spirit on game day. The Jets encouraged fans coming to Jets’ home games to tweet stories and experiences illustrating their respective Jets’ “fandom” using the hashtag #JetGreen. Tweets bearing those hashtags would then be run on the stadium jumbotron. However, the software used by Jets marketing personnel did not have a quality control feature and any tweet with the #JetGreen would automatically be placed on the jumbotron. On the day of the promotion, the Jets were losing badly. As the score became more lopsided, inappropriate and offensive tweets bearing #JetGreen began showing up on the jumbotron. This phenomenon is an example of which of the following?
  - a. Hashtag-hijacking \*
  - b. Deceptive trade practices
  - c. Transparency
  - d. Hashtag data mining
  - e. All of the above
  - f. None of the above
8. Which of the following is an example of *transparency* in sport marketing?
  - a. Providing a customer access to a company website while gleaning information about the individual without the customer’s consent
  - b. Using puffery as a means to sell a product
  - c. When asked if costs will ever go up, advising a customer interested in purchasing season tickets that ticket prices will never go up in the next 5 years knowing that the team plans on implementing a personal seat license program on all season ticket holders
  - d. Using a privacy policy that explains to users whether or not the company collects data and, if so, how the data is used/disseminated \*
  - e. None of the above
  - f. All of the above
9. If a sport marketer violates the Federal Trade Commission Act, which of the following is a potential penalty?
  - a. Jail time
  - b. A fine
  - c. Both jail time and a fine \*
  - d. Neither jail time nor a fine

10. Which of the following is *not* an example of sport and social responsibility?
- a. A professional baseball team using dynamic pricing to sell tickets \*
  - b. A professional hockey team donating hockey equipment to disadvantaged youth to allow them to play hockey
  - c. A professional football team donating funds to a domestic violence awareness group
  - d. All of the above
  - e. None of the above

### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

- 1. Corporate social responsibility (CSR) is the duty by corporations to better the community or the world in a meaningful way.
  - a. True \*
  - b. False
- 2. Sport and social responsibility imposes a uniform standard across all industries.
  - a. True
  - b. False \*
- 3. Legal and ethical duties are always the same.
  - a. True
  - b. False \*
- 4. Ethical responsibility pertains to a minimal legal threshold.
  - a. True
  - b. False \*
- 5. A legal standard by which sport marketers must abide may be different from state to state.
  - a. True \*
  - b. False
- 6. Puffery is defined as representations made in the context of business transactions that are intended to assist in inducing another party to participate in a desired transaction.
  - a. True \*
  - b. False
- 7. A person's skin color is considered an immutable characteristic.
  - a. True \*
  - b. False
- 8. Relationship marketing is intended to build consumer loyalty by developing meaningful relationships over time.
  - a. True \*
  - b. False
- 9. What constitutes a false advertisement may be different from person to person.
  - a. True \*
  - b. False

10. Sport marketers on professional sports teams must be aware that players, senior members of the front office, sponsors, other stakeholders, and team ownership can create scandals that may damage the organization.
- a. True \*
  - b. False

## 10. MARKETING IN NONPROFIT ORGANIZATIONS

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. What are the traditional methods of marketing?
  - a. Direct mail pieces \*
  - b. E-mail
  - c. Social media
  - d. Face-to-face communication
2. What are some of the disadvantages of advertising through TV?
  - a. Inability to segment your market \*
  - b. Cannot hit widespread audience
  - c. Cost efficient
  - d. Noneffective way to market product
3. What are advantages of Internet advertising?
  - a. High costing
  - b. Allows markets to target specific audiences \*
  - c. Reaches a high number of people
  - d. People specialize in area to assist

### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. A place should be developed to provide staff, members, volunteers, and other key constituents with all information they would need in case of a crisis.
  - a. True \*
  - b. False
2. Meeting with donors face-to-face sometimes results in a favorable yes only 40% to 50% of the time.
  - a. True
  - b. False \*
3. The power of direct mail marketing lies in the ability to create and develop relationships with your members, donors, and supporters by delivering content that is specific to their interests.
  - a. True
  - b. False \*

### FILL IN THE BLANK

1. Nonprofits use \_\_\_\_\_ strategies to assist with growth, ongoing funding, and sustainability.  
Marketing
2. A \_\_\_\_\_ will ensure that communicating your agency's message is a priority.  
Marketing committee
3. \_\_\_\_\_ are a cheaper alternative to television advertisements.  
Radio advertisements



4. \_\_\_\_\_ and \_\_\_\_\_ can provide the organization with ways to reach out to those interested in the organization in a low-cost and effective way in social media.  
Twitter and Facebook

## SHORT ANSWER

- 1. What is a nonprofit organization?**  
An organization that uses its funding toward a particular purpose, such as a charitable cause, rather than pursuing profits for its own benefit as a for-profit business does.
- 2. List the four ways brands are developed over time.**
  - a. Consistent verbal and visual messaging
  - b. Interactions with an organization and its representatives
  - c. Recommendations
  - d. Real-life experiences using a service or product
- 3. What is branding?**  
How an organization acts and behaves
- 4. Explain crisis planning.**  
Helps organizations answer the questions before a crisis occurs. The planning is designed to address the worst-case scenarios. The goal is to establish protocols and procedures to guide management decision making, employee actions, and member expectations.
- 5. What are the typical marketing practices by a nonprofit organization?**  
Large and small-scale events, print materials, alliances, and networking
- 6. List two examples of new channels of communication.**
  - a. E-mail
  - b. Social media
  - c. Direct mail
- 7. When is a phone used for communication with donors?**  
Special events. Certain messages are more effective when communicated over the phone, plus it comes across as more personal and thoughtful.
- 8. Explain the difference between magazine and newspaper advertising.**  
Magazine advertisements are more expensive than newspaper advertisements, but also help an organization accomplish more of its goals. Magazine advertisements allow an organization to target a market specifically more than any other medium. Magazines are created for a specific audience, and advertisers will pay a higher premium to tap into that shared market. Magazines are reread more often than newspapers. Magazine advertisements are printed in higher resolution than newspapers, allowing for more visually appealing advertisements and the ability to implement more creativity in producing the advertisement.
- 9. Why do marketers use e-mail to reach an audience?**  
Cost-effective way to reach out to large volumes of both new and long-time supporters with regular, timely, and inspiring information tailored to each person's interests. Can help build a loyal, involved support base. Can drive higher response rates in fund-raising, marketing, special events, and other functions.

10. Why is it important to define your goals using social media?

To expand the awareness and visibility of the nonprofit organization

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. Which of the following have been used to define relationship marketing?
  - a. Mutually beneficial, ongoing marketing activities between an organization and its consumers
  - b. The process of identifying and establishing, maintaining, enhancing, and when necessary terminating relationships with customers and other stakeholders, at a profit, so the objectives of all parties are met
  - c. An ongoing cooperative behavior between the marketer and consumer
  - d. All marketing activities directed toward establishing, developing, and maintaining successful relational exchanges
  - e. All of the above \*
2. Which of the following is not a characteristic of transactional exchanges?
  - a. Consumers provide money in exchange for products or services
  - b. There is little or no ongoing relationship between the parties
  - c. Emphasis is placed on building long-term relationships \*
  - d. Communication is limited
3. Which of the following is *not* emphasized in the relationship exchange?
  - a. Profitable retention
  - b. Customer value
  - c. Long-term customers
  - d. Quality of the relationship
  - e. Customers with similar characteristics \*
4. In which type of bond are consumers encouraged to escalate their purchase habits until they become regular buyers?
  - a. Financial \*
  - b. Social
  - c. Structural
  - d. All of the above
  - e. None of the above
5. This type of bond occurs through the transmission of personalized service and necessitates close communication between consumers and organization employees.
  - a. Financial
  - b. Social \*
  - c. Structural
  - d. All of the above
  - e. None of the above
6. This type of bond is generally designed as part of the transmission system of the service and consequently does not require service personnel.
  - a. Financial
  - b. Social
  - c. Structural \*
  - d. All of the above
  - e. None of the above

7. Which of the following elements of the integrative process of relationship marketing emphasizes the difference between what a customer gives and receives from a product?
  - a. Communication
  - b. Value \*
  - c. Interaction
  - d. None of the above
  - e. All of the above
8. Which type of interaction refers to those interactions that are bound together as episodes aggregating original interactions?
  - a. Small interactions
  - b. Interrelated acts \*
  - c. Multiple episodes
  - d. Sequences
9. Which type of interaction refers to acts such as phone calls or personal greetings from organizational employees?
  - a. Small interactions \*
  - b. Interrelated acts
  - c. Multiple episodes
  - d. Sequences
10. A sports consumer who experiences concession and merchandise purchases, participates in event-related promotions, and consumes halftime entertainment is experiencing which type of interaction?
  - a. Small interaction
  - b. Interrelated act
  - c. Multiple episodes
  - d. A sequence \*
11. Which of the following benefits of relationship marketing is supported by the 80/20 rule?
  - a. Retention \*
  - b. Repairing damaged relationships
  - c. Emergence of new technology
  - d. None of the above
12. Relationship quality is a multidimensional construct that has been used to operationalize relationship marketing. Which of the following is *not* a component of relationship quality?
  - a. Trust
  - b. Commitment
  - c. Self-esteem \*
  - d. Self-connection
  - e. Reciprocity

13. Which dimension of relationship quality refers to one's willingness to have confidence in and rely on an exchange partner?
  - a. Trust \*
  - b. Commitment
  - c. Self-esteem
  - d. Self-connection
  - e. Reciprocity
14. Which dimension of relationship quality refers to the notion that an ongoing relationship with another is so important that maximum effort should be put into maintaining it?
  - a. Trust
  - b. Commitment \*
  - c. Self-esteem
  - d. Self-connection
  - e. Reciprocity
15. Which dimension of relationship quality reflects the degree to which the brand delivers on important identity concerns, tasks, or themes, thereby expressing a significant aspect of self?
  - a. Trust
  - b. Commitment
  - c. Self-esteem \*
  - d. Self-connection
  - e. Reciprocity
16. Which market domain of the six markets model occurs through positive word of mouth?
  - a. Customer markets
  - b. Recruitment markets
  - c. Influence markets
  - d. Referral markets \*
  - e. Internal markets
  - f. Supplier markets
17. The press and other media, governments and their agencies, and pressure groups are examples of which type of market?
  - a. Customer markets
  - b. Recruitment markets
  - c. Influence markets \*
  - d. Referral markets
  - e. Internal markets
  - f. Supplier markets

18. Which market domain of the six markets model includes potential employees with the attributes and characteristics necessary to sustain and enhance core competencies in an organization?
  - a. Customer markets
  - b. Recruitment markets \*
  - c. Influence markets
  - d. Referral markets
  - e. Internal markets
  - f. Supplier markets
19. This key to success suggests that companies should first implement the most promising relationship-building activities and slowly expand the range of activities.
  - a. Gradual approach \*
  - b. Two-way process
  - c. Reluctance
  - d. Core business
  - e. Virtuous circles

### TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Relationship marketing is accomplished through a single exchange between the marketer and consumer.
  - a. True
  - b. False \*
2. Loyal consumers are considered to be key contributors to organizational profitability and success.
  - a. True \*
  - b. False
3. Of the three types of bonds discussed, social bonds are the weakest and structural bonds are the strongest.
  - a. True
  - b. False \*
4. The 80/20 rule suggests that 80% of sales come from 20% of consumers.
  - a. True \*
  - b. False
5. Relationship marketing attempts to direct attitudes, as attitudes motivate or guide behavior and influence information processing.
  - a. True \*
  - b. False
6. Top management support is not necessary for relationship marketing to be successful.
  - a. True
  - b. False \*

## 12. VALUING NAMING RIGHTS

### MULTIPLE CHOICE (\* INDICATES CORRECT ANSWER)

1. In the simplest form, naming rights can be defined best as \_\_\_\_\_.
  - a. A financial encumbrance with the hope of a future payout
  - b. A nonending contract that links a name to something
  - c. The privilege of associating a sponsor's name with a building, project, or event by including the sponsor's name in the title of the item being named \*
  - d. An alternative marketing option for any kind of product or service
  - e. The privilege of associating a philanthropist's name with a building, project, or event in exchange for a major contribution
2. The trend in current naming rights deals is to \_\_\_\_\_.
  - a. Sell all or some of the naming rights opportunities within the venue separately \*
  - b. Avoid selling naming rights for congregation areas
  - c. Never sell naming rights to everything, including restrooms and storage space
  - d. Give away naming rights within the venue to charities for free
  - e. Leave some of the naming rights opportunities unsold in hope of future price increases
3. Objective valuation of naming rights is \_\_\_\_\_.
  - a. Easy now because there are so many more homogeneous transactions than there used to be
  - b. Possible because of perfect symmetry of information between buyer and seller
  - c. Fraught with difficulty because naming rights deals are inherently heterogeneous and the net present value of future benefits is hard to predict \*
  - d. Never achieved, even when buyer and seller reach complete agreement
  - e. Possible in the context of stable and predictable real estate prices
4. The value that exists in intangible property is \_\_\_\_\_.
  - a. Directly proportional in size with tangible property
  - b. Likely to have a broader range of disagreement than the value that exists in tangible property \*
  - c. Easily quantifiable if generally accepted accounting principles are followed
  - d. Limited to patents, copyrights, trademarks, and trade secrets
  - e. Less important in a knowledge economy
5. Which of the following are examples of intangible assets?
  - a. Idiosyncratic methods to become more efficient
  - b. Brand name recognition
  - c. An athlete's persona
  - d. Social capital
  - e. All of the above \*
6. Any attempt at valuation of naming rights assumes that \_\_\_\_\_.
  - a. A nonzero, positive value is present
  - b. Naming rights are evaluated in context with other tangible and/or intangible assets
  - c. The asset has both an economic and legal lifetime
  - d. The identified value is for the best and most productive use
  - e. All of the above \*

7. Companies that are most likely to maximize the value of a naming rights deal include \_\_\_\_\_ .
  - a. Businesses in the hospitality sector
  - b. Businesses in the technology sector
  - c. Businesses in the alcohol, tobacco, or pharmaceuticals sectors
  - d. All of the above
  - e. A and B \*
8. Motivations for seeking a naming rights deal include which of the following?
  - a. Advertising
  - b. Community relations
  - c. Promotion of a cause
  - d. Increase in sales/market share
  - e. All of the above \*
9. Common objections or threats to naming rights deals include which of the following?
  - a. Nostalgia (i.e., people like an existing name better than a new one) \*
  - b. Organized support of the deal by extraneous groups promoting the deal
  - c. Too much inclusion of the local public in the decision process
  - d. The potential buyer may be overcapitalized
  - e. A and B
10. Inaccurate economic forecasting that could alter the future value of a naming rights deal is \_\_\_\_\_ .
  - a. Unlikely in today's information age
  - b. Avoidable by hiring experienced, reputable companies
  - c. A small concern considering all of the other things that can go wrong
  - d. Likely because there are many variables that go into a detailed forecast \*
  - e. Not likely to be a problem if proactive mitigating plans are in place
11. A major problem in valuing a naming rights deal is \_\_\_\_\_ .
  - a. Too much homogeneity in historical deals
  - b. The small number of value-added benefits that come with a naming rights deal
  - c. How to cost all of the signage that is required accurately
  - d. How to quantify the value of multitudinous value-added benefits \*
  - e. The uncertainty of not knowing in the future which political party will be in power
12. Objective valuation is assured when \_\_\_\_\_ .
  - a. All of the local media are in agreement
  - b. Both generally accepted accounting principles (GAAP) and International Accounting Standards Board (IFRS) standards are followed
  - c. The local taxing authority issues an official property valuation
  - d. Buyer and seller agree
  - e. Comparable transactions of sufficient number, magnitude, currency, as well as information abundance and symmetry \*



13. The *cost* approach to valuation \_\_\_\_\_.
- Works well because multiple cost estimates of à la carte values always offset rather than cumulate errors
  - Suggests that buyers should expect to pay less of a naming rights deal than the sum of the à la carte price estimates
  - Is based on historical examples of market transactions
  - Is not concerned with future costs
  - Seeks to calculate how much money would have to be spent to replicate by some other means the exact bundle of benefits being valued \*
14. The *cost* approach to valuation \_\_\_\_\_.
- Is easy because counting ad impressions is just simple counting
  - Removes all subjective inputs
  - Is much easier for a cause-related purchaser of naming rights
  - Requires the least amount of computation
  - None of the above \*
15. The *income* approach to valuation \_\_\_\_\_.
- Is used to compute all of the nominal income streams, both present and future, expected to be earned from the deal and then to compute an NPV to arrive at current-dollar worth \*
  - Is primarily concerned with computing the opportunity cost of the investment
  - Is the preferred method to value a naming rights deal
  - Suggests that maximum income generation is the only concern
  - C and D
16. The *income* approach to valuation \_\_\_\_\_.
- Requires assumptions about the future \*
  - Removes all subjective inputs
  - Is labor intensive but always provides the most accurate valuation
  - Is more suited to U.S. markets than European markets
  - None of the above
17. The *market value* approach to valuation \_\_\_\_\_.
- Is the least preferred method because all naming rights deals are incomparable
  - Is the most preferred approach to valuing naming rights \*
  - Removes all subjective inputs from the valuation
  - Is the reason why there is minimal variance in cost among similar venues
  - B and C
18. The *market value* approach to valuation \_\_\_\_\_.
- Allows for someone else to deal with all of the assumptions
  - Theoretically should become more preferred as the total number of deals increases \*
  - Is much less valuable in high-crime cities
  - Does not work when the surrounding population is low density
  - Removes all risk from a naming rights deal

19. Regional characteristics of the local market are important in the valuation process because \_\_\_\_\_.
- Local demographics must support the premise that the venue is financially viable
  - Characteristics such as total population, average disposable income, and propensity to purchase tickets are important to know
  - It is important to know which political party is in power
  - Knowledge of these demographics removes subjective inputs
  - A and B \*
20. Even though the duration of all deals is not equal in length, dividing the total dollar amount by the duration of the deal yields \_\_\_\_\_.
- An estimate of average annual cost to the buyer in discounted present value dollars
  - An average estimate of annual variance
  - An average that no one cares about
  - An estimate of average annual cost to the buyer in nominal dollars \*
  - An average that is only used in cities with a high population density
21. Casualties or disasters that could occur within a named facility \_\_\_\_\_.
- Are easy to include in NPV calculations
  - Usually provide desirable write-off opportunities
  - May become permanently associated with the buyer's name \*
  - Paradoxically increase the value of the naming rights deal
  - Are so rare that they are not worth considering
22. If an intangible clearly has a material influence on the firm, either as an asset or as a liability, the accountant may be required to do what?
- Ignore it
  - Purposely overestimate its value
  - Purposely underestimate its value
  - Attempt valuation without the benefit of arm's length market transactions \*
  - Append a new valuation approach to generally accepted accounting principles (GAAP)
23. A commonly used technique to help quantify the value of a naming rights deal is which of the following?
- Guess + 5% method
  - Market value approach \*
  - Income surmial approach
  - Accounting convergence method
  - Financial maximum likelihood approach
24. Conceptually, any valuation turns on the ability to do what?
- Downplay risk to the public
  - Use only accounting and finance professionals instead of naming rights consultants
  - Influence local elections
  - Control the tax authorities
  - Predict present and future benefits \*

25. It is agreed upon in the advertising literature that the effect of ad impressions created from different media

- 
- a. Is nearly identical
  - b. Is different in effect but equal in value
  - c. Is not the same \*
  - d. Does not need to include extraneous variables, such as the product advertised
  - e. C and D

## 13. PREPARING FOR A CAREER IN SPORT MARKETING

### FILL IN THE BLANK

1. A \_\_\_\_\_ is a summary of your skills, education, and experience.  
Résumé
2. A \_\_\_\_\_ is a software application designed to help an enterprise recruit employees more efficiently.  
Applicant tracking system
3. An \_\_\_\_\_ is an interview conducted to collect information about a job, career field, industry, or company.  
Informational interview
4. \_\_\_\_\_ will often lead to appealing and meaningful internship opportunities, which will then lead to an attractive entry-level job.  
Volunteering

### SHORT ANSWER

1. How should you focus yourself through education to prepare you for a job?  
Value class attendance by attending every class session, taking active part in class and group discussion, arriving to class on time.
2. How do meaningful internships assist you in the sport marketing field?  
Allows you to develop skills and real-world experiences and network with other marketing professionals.
3. Describe starting down your career path using information from the chapter.  
Professional preparation  
Informational interviews  
Seek out networking opportunities  
Be a ferocious reader  
Keep a professional journal or portfolio  
Market yourself  
Be determined to improve  
Think, behave, and dress like a professional  
Communicate  
Find an internship
4. What is the purpose of a résumé?  
To show the employer that a person meets the qualifications for a particular position.
5. How can you catch the eye of a potential employer?  
Résumé needs to be clean, concise, and error free. Do not write lengthy sentences or paragraph.
6. List four common résumé mistakes.  
Typographic errors, abbreviations, misspelling mistakes  
Too long  
Use bullets and be brief  
No time to be shy  
Résumé paper  
Regular mail is best  
Always include a cover letter
7. What do people use informational interviews for?  
Attempting to discover what the person's job is like, what the person does, what responsibilities he or she has, and what it is like to work in that person's job at that agency. Get information about a field or work from someone who has firsthand knowledge.

8. **List three questions you could ask at an informational interview?**
  - How did you get started in sport marketing?
  - What do you like most/least about your job?
  - What is your typical day like?
  - What emerging trends do you see affecting your job or industry in the next 5 years?
  - What skill sets and abilities will I need to be successful in this line of work?
  - What opportunities should I look for as an initial internship or job in sport marketing?
  - How do you feel about your quality of life?
  - Can you recommend any other business professional for me to shadow or network with?
9. **List five careers in sport marketing.**
  - Marketing director
  - Marketing assistant
  - Market research analyst
  - Graphic designer
  - Event coordinator
  - Marketing representative
  - Public relations director
  - Public relations assistant
  - Promotions manager
  - Community relations director
  - Sports agent
  - Director of corporate sales
  - Ticket operations director
  - Facilities director
  - Floater
10. **List three specific duties in the sport marketing field**
  - Negotiating and preparing contracts
  - Strategizing about how to best leverage sponsorship
  - Planning and coordinating sporting events
  - Conducting market research and analysis
  - Producing promotional material
  - Talking with athletes and sports organizations about their needs
  - Monitoring sports activities and new trends
  - Overseeing the development of new merchandise and products with a team, player, or a particular sport
  - Overseeing the upkeep and maintenance of a sports facility
  - Overseeing ticket sales
11. **List four examples of where you can receive sport marketing resources.**
  - NASSM
  - Gameface Sports Jobs
  - SportsManagement.com
  - Sports Business Journal*
  - Women Sports Jobs
  - NBA Interns
  - Nike Internship Program
  - Team USA
  - Career Athletes
  - Teamwork Online
  - Sports Careers
  - Work in Sports
  - Jobs in Sports
  - NCAA Jobs

## TRUE/FALSE (\* INDICATES CORRECT ANSWER)

1. Internships are described as experiential education.
  - a. True \*
  - b. False
2. A well-managed, intensive, challenging professional internship is one of the best ways to prepare for a career in sport marketing.
  - a. True \*
  - b. False
3. Using an ATS program helps put résumés into piles that help employers filter and categorize résumés.
  - a. True \*
  - b. False
4. It is not necessary to send a thank-you note after an informational interview.
  - a. True
  - b. False \*