

SEM Fall Benchmark Review 2016/17

1. Main Factors that affect the popularity of sports in the USA
2. Name the Cities and years that the Olympics were in the United States
3. Define:
 - a. Title IX
 - b. Amateur Sport
 - c. Sports Marketing
 - d. Entertainment marketing
 - e. Revenue--What is included in it
 - f. Funding--What is included in it
 - g. Product Recall
 - h. Economics
 - i. Macroeconomics
 - ii. Microeconomics
 - i. Economic Impacts
 - i. Direct Impact
 - ii. Indirect Impact
 - j. Profit Motive
 - k. Marketing Concept
 - l. Functions of Marketing
 - m. Discretionary Income
 - n. Mass media
4. Equation for determining profit
5. What has advanced the role of entertainment marketing?
6. Economic Risks--How to reduce

7. Why do we add value to sports and entertainment marketing?

8. List the pricing strategies used to increase the sales and revenue in sports and entertainment.

9. Forms of Early American Entertainment

10. What methods of marketing were used in the early entertainment?

11. Decades of Musical History

12. First movie that began in the United States

13. What was the first full length animated film?
14. First radio commercial
15. Impact of the Radio
16. First televised sports spectacular--What was the sport and the company that sponsored it
17. One of the first examples of using sports to market products occurred when baseball cards were placed in packs of _____
18. What major sports organization is fully exempt from anti-trust laws?
19. Why do we need to take into consideration the marketing concept?
20. The NFL is the most _____ and most popular professional sports business in the United States and second in the world after professional soccer.
21. Name 5 movies that were inspired by sports