

Sports & Entertainment Marketing I
1.01 – 1.02 Key Terms

Marketing	The action or business of promoting and selling products or services, including market research and advertising.
Goods	Merchandise or possessions.
Services	The action of doing work for someone such as transportation, communications, or utilities such as electricity and water, lawn mowing, house cleaning etc.
Sports Marketing	Focuses on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams.
Entertainment Marketing	The process of using marketing strategies to generate interest for an upcoming event, such as a new movie release, theatre production, TV show, or attraction opening.
Participant	A person who takes part or shares in a part with others.
Spectator	A person who looks on or watches.
Sponsor	A person, firm, organization, etc., that finances and buys the time to broadcast a radio or television program so as to advertise a product or service.
Event Marketing	It is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events.