

SPORTS & ENTERTAINMENT MARKETING I

1.03 KEY TERMS

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| Advertising | A marketing tactic involving paying for space to promote a product, service, or cause. |
| Sales promotion | Activities that include advertising and publicity aimed at stimulating consumer purchasing and may include free samples, incentives, contests, fairs and exhibitions, etc. |
| Ticket sales | The sale of the right to gain admission to an athletic contest or any other event. |
| Ticket management | The process of managing issues and requests regarding admission to an event. |
| Market research | Provides relevant data to help solve marketing challenges that a business will most likely face and is an integral part of the business planning process. |
| Merchandising | The activity of promoting the sale of goods, especially by their presentation in retail outlets. |
| Community relations | The various methods companies use to establish and maintain a mutually beneficial connection with a group of people. |
| Media relations | The mutually beneficial relationship between journalists and public relations professionals. |
| Sponsorship manager | In charge of coordinating sponsorship solicitation and fundraising efforts, typically in a corporate environment. |
| Event planner | Ensures everything related to an event is taken care of, from idea conception to programming and day-of logistics. |
| Hospitality manager | Manages and coordinates all the different departments in an establishment in a hotel or restaurant. |
| Volunteer/vendor coordinator | Responsible for purchases in a company and make sure required products and services are available on time. |
| Marketing director | Tasked with conducting marketing research and developing marketing plans for specific products or services in a company. |