Define the following:

Marketing-

Sports –

Durable good-

Nondurable good-

Service-

Idea-

People-

Place -

Organization-

Marketing Mix-

Product-

Price-

Promotion-

Place-

Sports Marketing Mix-

Service strategy

Producer-

Consumer-

Exchanges

Sports Marketing-

Marketing of Sports-

Marketing Through-

Sports Property-

Borrowed Equity-

Event Triangle-

Event-

Sponsor-

Ambush Marketing-

Target Market-

Answer the following :

1. Give an example of a durable good and a non durable good.
2. What is the difference between a service and a good?
3. Name the 4 P’s of marketing.
4. Compare consumer and customer.
5. Does an exchange always have to include money? Why or why not?
6. Explain the difference between marketing of sport and marketing through sport.
7. Define borrowed equity?
8. What is ambush marketing? Who cares about ambush marketing?
9. Describe a target market.
10. Draw and label the event triangle.