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Ch. 1 What is Sports and Entertainment Marketing?

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| **Across****7.** shared characteristics of a group, such as age, marital status, gender, ethnic background, income level, and education level**10.** ways to make customers aware of products and encourage them to buy**11.** the amount that customers pay for products**12.** some type of performance that people are willing to spend their money and spare time watching**13.** the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer | **Down****1.** the amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses, such as housing and car payments**2.** influencing how people choose to spend their time and money on entertainment**3.** using sports to market products**4.**  the number of viewers a program attracts**5.** the locations and methods used to make products available to customers**6.** describes how a business blends the four marketing elements of product, distribution, price, and promotion**8.** the creation and maintenance of satisfying exchange relationships**9.** what a business offers customers to satisfy needs |