GLOSSARY

A
Activity tours travel centered around recreational activities (p. 264)
Advertising paid communication between the product maker or seller and the audience or customer (p. 101); paid, non-personal communication between an identified sponsor and a potential customer about a product or service (p. 286)
Affinity sports niche markets whose participants are just as passionate about their sports as are enthusiasts of the more traditional sports (p. 95)
Agent the legal representative of a celebrity (p. 73); person responsible for making contacts with clients and sponsors (p. 170)
Amateur athlete someone who does not get paid but plays for enjoyment, challenge, or both (p. 47)

B
Balance sheet shows the company’s current assets, including cash, property, and equipment, and its current liabilities, including debts owned and loans (p. 306)
Bandwidth the technical term for the capacity of communication channels (p. 239)
Brand recognition refers to the number of people who recognize the brand name of the product (p. 287)
Broadcast webs groups (called affiliations) of television networks, production studios, and related entertainment firms that produce shows in-house for their groups (p. 210)
Budget begins the marketing plan process by providing estimates of expected expenditures and revenues (p. 306)

C
Cartel a combination of independent businesses formed to regulate production, pricing, and marketing of a product (p. 67)
Clickstream data information about visitors collected at each mouse-click within a website (p. 240)
Clinic a one-or two-day session that focuses on improving skills, such as batting skills (p. 155)

Collective bargaining happens when a group of employees join together as a single unit to negotiate with employers (p. 322)
Concentrated strategy buying space or time on a single medium (p. 289)
Conference a group of college athletic teams within the same region (p. 45)
Contracts agreements enforced by law that details the transaction of business (p. 320)
Cookie a small data file placed on a website visitor’s hard drive that collects data about the visitor (p. 240)
Copyright laws protect the unique work of the originator within the geographic boundaries to which the laws apply (p. 317)
Culture travel highlights historical, natural, or other special resources of an area (p. 264)
Customizing changing a product to fit the needs or wants of a particular market (p. 230)

D
Data mining collecting data about which people travel, where, and when (p. 22); digging up data needed for market research to make decisions (p. 293)
Demographics specific information that identifies the customer, such as the age ranges in the group, marital status, gender, educational level, attitudes, and beliefs (p. 90)
Disposable income income that can be freely spent (p. 9)
Distribution involves the locations and methods used to make products available to customers (p. 5)
Dominance strategy a firm buys the maximum reach and frequency in one medium and purchases additional space in or time on other media (p. 289)

E
Economic utility the amount of satisfaction a person received from the consumption of a particular product or service (p. 237)
Ecotourism responsible travel to natural areas that conserves the environment and sustains the well-being of local people (p. 265)
Endorsement a person’s public expression of approval or support for a product or service (p. 103)
Entertainment whatever people are willing to spend their money and spare time viewing rather than participating in (p. 15)

Entertainment marketing influencing how people choose to use their time and money (p. 14)

Ethics a system of deciding what is right or wrong in a reasoned and impartial manner (p. 76)

E-ticket customer ticket that was booked through the airlines’ web sites rather than through a travel agent (p. 261)

Exchange relationship occurs when people both give and receive something of value (p. 4)

F
Forecast predicts the cost of expenses and expected revenues from the event (p. 306)

Form utility occurs when the physical characteristics of a product or service are improved (p. 237)

Foundation an organization that is established to maintain, assist, or finance other institutions or programs that are of an educational, charitable, or social nature (p. 144)

Frequency number of times the targeted customer is exposed to the media (p. 289)

G
Ghostwriter a sportswriter or sports reporter who writes books for sports “authors” (p. 131)

Goodwill a general willingness to work with or assist a person or organization based on a positive reputation or relationship (p. 118)

Gross impression the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer (p. 12)

H
Handlers people who sponsors pay to work closely with athletes who are unable or unwilling to police themselves (p. 75)

I
Impromptu spontaneous and changing entertainment based on audience reaction (p. 230)

Incentives gifts or bonuses designed to motivate buyers, sellers, and sponsors (p. 170)

Income statement a record of all revenue received and all expenses incurred (p. 306)

J
Job shadowing spending active work time with someone in a certain job or career (p. 275)

L
Liable means you are legally responsible for damages (p. 316)

License the legal right to reproduce a team’s logo in exchange for payment (p. 44); a company needs a license before it can market products with the likeness of sports figures, team emblems, or other official sports insignias (p. 124)

Licensing giving permission to copy the logo of a league, athlete, team, entertainer, film, or TV show for a fee paid to the rights holder of the image (p. 327)

Literary agent an individual who is hired by a sports author who will plan the marketing campaign and book appearances for a percentage of the sales (p. 131)

Low-budget movies generally those that cost less than $250,000 to produce and have low advertising budgets (p. 195)

Low seasons also called off-seasons, occur during times when the weather is less than ideal (p. 267)

M
Maintenance means marketing must continue as long as a business operates (p. 4)

Marketing the creation and maintenance of satisfying exchange relationships (p. 4)

Marketing mix how a business blends the four marketing elements—product, distribution, price, and promotion (p. 4)

Marketing plan a written component of the strategic plan that addresses how the company will carry out the key marketing functions (p. 298)

Marketing research the process of determining what customers want (p. 293)

Market segment a group of individuals within a larger market that share one or more characteristics (p. 37); a group of people who have the ability and the desire to purchase a specific product (p. 230)

Mass market broad categories of people that firms develop strategies for using TV marketing (p. 292)

Matinees pre-evening shows that generally have less audience and lower-priced tickets (p. 195)
Media vehicles used to convey the advertising message (p. 288)

Media strategy choosing the media that will bring the most effective advertising message to the targeted consumer (p. 288)

Mission statement the identification of the nature of the business or the reasons the business exists (p. 298)

MOU a written agreement that contains voluntary technical standards (p. 200)

National Collegiate Athletic Association (NCAA) the governing body of most college and university athletic programs (p. 35)

Niche marketing involves researching a target market to determine the specific items or services a small group of people will buy (p. 93)

Niche travel tours planned around special interests (p. 23)

Noncompete clause prohibits a person from working in a competing business for a specific period of time (p. 320)

Perk a payoff or profit received in addition to a regular wage or payment (p. 62)

Personal seat license (PSL) a fan pays a fixed fee to obtain the right to buy season tickets (p. 304)

Personal selling face-to-face communication between a seller and a customer (p. 100)

Place utility ensures that the movie is available where the viewer wants it (p. 237)

Player's associations labor unions for athletics in major professional sports (p. 322)

Point-of-purchase (POP) displays distributors often set up merchandise displays next to the checkout area as an effective promotional tool (p. 203)

Possession utility results from making the movie available at an affordable price (p. 237)

Pre-sales take place at web sites affiliated with the concert artist, such as fan club web sites, before the tickets are available to the general public (p. 207)

Preview the release of a movie the evening before its official opening (p. 195)

Price the amount that customers pay for products (p. 5)

Pro bono refers to services that a sports marketing firm provides for free (p. 172)

Product what a business offers customers to satisfy needs (p. 5)

Profit the amount of money remaining after all costs, including salaries, advertising, utilities, and other expenditures have been paid (p. 303)

Promotion describes ways to encourage customers to purchase products and increase customer satisfaction (p. 5); any form of communication used to inform, persuade, or remind consumers about an organization's goods or services (p. 34); publicizing or advertising a product, service, or event with the goal of selling it (p. 98)

Promotional mix or promotional plan has four elements: personal selling, advertising, publicity, and sales promotion (p. 100)

Publicity any free notice about a product, service, or event (p. 101)

Public relations the arm of marketing that concerns itself with creating a favorable public opinion for an individual or organization (p. 116)

Ratings number of viewers the program attracted (p. 17)

Reach targeted demographic segments that are most likely to be reached, a factor in setting the media strategy (p. 288)

Reality tours give tourists an opportunity to see some of the world's political hotspots up close (p. 265)

Recreation renewing or rejuvenating your body or mind with play or amusing activity (p. 20)

Recreational activities activities involved in travel, tourism, and amateur sports that are not associated with educational institutions (p. 20)

Response rate refers to the number of customers who connect with and act in relation to the ad (p. 289)

Return the profit the sponsor earns from its support of an athlete or team (p. 93)

Risk the possibility of financial loss or personal injury (p. 317)

Royalties a percentage of sales earned by teams each time merchandise bearing their logo is sold (p. 10); a negotiated percentage of all gross sales of the particular products (p. 124); payment to the owner of a copyright for the use of a copyrighted work (p. 318)
Salary cap  a maximum amount that a team can spend on players’ salaries (p. 323)
Sales promotion  includes any action or communication that will encourage a consumer to buy a product (p. 101)
Sample  Nielsen Media Research estimates the number of people watching a TV show by selecting a sample and then counting the people in the sample (p. 293)
Satisfaction  implies that marketing must meet the needs of both businesses and customers when exchanging products or services (p. 4)
Scouts  people who travel the world to locate the best athletics in their respective sports for the purpose of enticing the athletics to come to America to play (p. 176)
Self-indulgence travel  includes luxurious surroundings and gourmet meals (p. 264)
Selling  the exchange of a product or service for another item of equal or greater value (p. 98)
Short-haul destinations  those closest to the traveler’s home (p. 267)
Sponsor  a person, organization, or business that gives money or donates products and services to another person, organization, or event in exchange for public recognition (p. 92)
Sports marketing  using sports to market products (p. 9)

T
Tag line  the theme of the ad (p. 287)
Target market  a specific group of people you want to reach (p. 9)
Tiering  means that certain sports programs outside the basic cable package would incur extra costs for the viewers who choose them (p. 232)
Time utility  the result of making the movie available when the viewer wants it (p. 237)
Tourism  traveling for pleasure, whether the travel is independent or tour-based (p. 22)
Trailers  movies shown in theaters and movie rentals include advertisements for other movies and for related music and merchandise (p. 202)
Turnkey operation  a sports marketing firm that handles everything from initial contacts to the final production of an event (p. 170)

V
Vertical integration  a business structure in which one company controls several different areas of the same industry (p. 201)
W
Wear out  occurs when an ad loses its effectiveness due to overexposure or poor message quality (p. 288)
Wide release  a movie released in more than 2,000 theaters at one time (p. 195)