

**Objectives:**

- To define sports marketing
- To identify the different categories of sports
- To differentiate between amateur sports and professional sports
- To discuss the significance of international sports
- To explain the significance of women's sports



**Terms:**

Sports marketing – all marketing activities designed to satisfy the needs and wants of sports consumers

Amateur athlete – a person who does not get paid to play a sport

NCAA – Nat'l Collegiate Athletic Assn., a national organization that governs college athletics and oversees important decisions pertaining to athletics

Professional athlete – an athlete who has the will and ability to earn an income from a sport

Title IX – law that bans gender discrimination in schools that receive federal funds

Extreme sports – sports that involve nontraditional, daring methods of athletic competition

**Questions:**

1. Name a pioneer in sports marketing and identify his or her contribution.

Wilson Sporting Goods who signed Gene Sarazen to an endorsement deal; Nike and Tiger Woods, etc.

2. List 3 jobs in sports marketing.

Scriptwriter, producer, ticket agent, luxury-box sales representative, food and merchandise sales representatives, group ticket salesperson, sports agent.

3. What are the 4 main categories of sports?

Amateur sports, high school sports, college and university sports, and professional sports

4. Which category is the most costly and marketed of all categories? Professional sports

5. List 3 other categories, besides professional and amateur sports, that reflect the “wider” world of sports.

Olympic sports, Paralympics, Special Olympics, World Cup, women's sports and extreme sports.