

Field Trip: Game Day

Marketing

an organizational function and set of processes for creating, communicating and delivering value to customers and managing customer relationships

Product

item to be exchanged

Price

amount required to exchange goods and services

Place

how you will actually place or distribute the product your company sells

Promotion

part of marketing where a marketer decides how they will promote the product

Marketing Mix

how marketers choose to use the 4 Ps to market a product

Sponsorships

paid advertising for a company

Brand Awareness

ongoing effort of sponsors to keep their brand or product in the forefront of fans' minds

Media channels

different forms of communications used by marketers to reach customers

Target Audience

primary group of people a company chooses to market toward

Concessions

food and drinks sold at an event

Brand

set of recognizable symbols associated with a company