

Sports Management Study Guide

- Advertising Campaign
- Alleviating Traffic-Flow Problems
- Athlete and Agent Relationship
- Baby Boomers Affect on the Industry
- BCS Rankings
- Brand
- Broadcast Flag Rule
- Characteristics of an Effective Advertising Campaign
- Clayton Act
- Copyright
- Copyright Work
- Decision-Making
- Determining Prospective Customer
- Determining the Viability of a Sport
- Developing Good Ethical Behaviors
- Distribution Chain
- Distribution Function
- Economic Systems
- Equity Financing
- Ethics
- Factors of Production
- Franchise
- Functions of Management
- Generating Revenue in a Sports Facility
- Growth in Profits
- Handler
- Hakeem Olajuwon
- History of Modern Sports
- History of Network Television and the NFL
- History of Sponsorship of Products by Athletes
- History of Sports Clubs
- Importance of Television Games
- Intellectual Property
- Intermediary
- International Tennis Federation
- Maintaining Positive League Relationship
- Managers
- Marginal Revenue
- Marketing Management Activities
- Measuring Efficiency
- Methods of Assessing Morale
- Net Income or Loss
- NFL-Licensed Merchandise Sold
- Obtaining Funding Through a Foundation
- Organizing a Special Team Event
- Performance Review
- Player's Association
- Potential Sponsor Proposal
- Problem Solving
- Professional Athletes
- Promotional Agency
- Responsibility of the International Federation
- Sources of Revenue
- Sponsoring Sports Stadiums/Facilities
- Sponsorship of Products by Athletes
- Sporting Goods Retailer
- Sports Broadcasting Act
- Sports Communications Degree
- Sports Management Beginnings
- Super Bowl Requirements
- TiVo and NFL Agreement
- Total Sales
- Trademark
- Types of Pricing
- Types of Strategic Frameworks
- USA Baseball