

Sports Marketing

Work on assignment 7 Promotions with Traditional Media. Complete the Reading and Questions, Math Questions and Simulation. These can all be done online at Knowledge Matters. I will put the math questions on google classroom. So you can work those ahead of taking the quiz.

www.knowledgematters.com

Also work on Lesson 8 Promotion Social Media

Promotion with Traditional Media

1. A stadium manager spends \$50,000 on TV ads and \$37,000 on cable TV ads. What percentage of his advertising expenditures is spent on cable TV?

- a) 37.5 percent
- b) 42.5 percent
- c) 57.5 percent
- d) 100 percent

SOLUTION:

$$\begin{aligned} \$50,000 + \$37,000 &= \$87,000 \text{ total} \\ \$37,000 / \$87,000 &= . \end{aligned}$$

2. Juanita, the stadium manager, spends \$10,000 on a broadcast TV ad, \$15,000 on a cable TV ad, and \$4,000 on a radio ad. What percentage of radio advertising did she do? (Round to the nearest percent.)

- a) 16 percent
- b) 86 percent
- c) 14 percent

SOLUTION:

$$\begin{aligned} \$10,000 + \$15,000 + \$4,000 &= \$29,000 \text{ total expenditure} \\ \$4,000 / \$29,000 &= \end{aligned}$$

3. If the ratio of patrons to advertising dollars is 8.65:1, how much should the arena spend if it wants 15,000 attendees at the basketball game? (Round to the nearest dollar.)

- a) \$500
- b) \$1,000
- c) \$1,500
- d) \$1,734

SOLUTION:

$$\begin{aligned} \text{Let } x &= \text{amount arena should spend} \\ 8.65 \text{ patrons} / \$1 &= 15,000 / x \\ 8.65x &= 15,000 \\ x &= \end{aligned}$$

4. An independent study commissioned by the stadium showed that running a cable TV ad 5 times daily for a week generated 1,200 ticket sales. The stadium wants to sell out an upcoming show, which requires the sale of 13,200 tickets. How long should the stadium run the cable ad in order to reach this target?
- a) 9 weeks
 - b) 10 weeks
 - c) 11 weeks
 - d) 12 weeks

SOLUTION:

$$13,200 \text{ tickets} / 1,200 \text{ tickets/week} =$$

5. A stadium has fixed expenses of \$20,000 per event. Last month it put on three big events and spent \$50,000, \$35,000, and 40,000 in advertising for them respectively. These events ended up earning a total of \$500,000 in revenue. What was the stadium's profit margin last month?
- a) \$215,000
 - b) \$315,000
 - c) \$375,000
 - d) \$440,000

SOLUTION:

$$(\$50,000 + \$20,000) + (\$35,000 + \$20,000) + (\$40,000 + \$20,000) = \$185,000$$
$$\$500,000 - \$185,000 =$$

6. Every \$4,000 spent on cable TV will reach 160 fans while every \$2,750 spent on radio ad will reach 125 fans. A stadium has established a goal of reaching 200,000 fans with it's advertisement. It has an advertising budget of \$3 million. Which advertising option should the stadium use to meet the goal?
- a) Cable TV
 - b) Radio
 - c) Both will work
 - d) Neither option will work

SOLUTION:

$$\text{Cable TV: } (200,000 \text{ fans} / 160) \times \$4,000 = \$5 \text{ million}$$
$$\text{Radio: } (200,000 \text{ fans} / 125) \times \$2,750 =$$

7. A promoter buys advertising in units of \$30,000 each. If he buys two units of broadcast TV, one unit of cable TV, and two units of radio, how much does he spend in advertising?
- a) \$150,000
 - b) \$175,000
 - c) \$250,000
 - d) \$350,000

SOLUTION:

$$2 \text{ tv} + 1 \text{ cable} + 2 \text{ radio} = 5 \text{ units} \times \$30,000 =$$

8. If running a radio ad 8 times daily for a week generated 2,100 ticket sales, how many ticket sales would you expect if you ran the ad 8 times daily for 15 weeks?

- a) 16,800
- b) 31,500
- c) 39,200
- d) 42,800

SOLUTION:

$$2,100 \times 15 =$$

9. Local music fans prefer listening to the radio rather than watching TV. If the Cost Per Thousand Reached (CPM) for a particular station is \$15, how much should you spend on advertising with the station if you want to reach 1.5 million people?

- a) \$1,500
- b) \$22,500
- c) \$50,000
- d) \$100,000

SOLUTION:

$$1,500,000/1,000 = 1,500$$
$$1,500 \times \$15 =$$

10. An entertainment venue has a total advertising budget of \$5 million per year. 30% of the budget is spent on social media and 25% is spent on traditional media. Within the traditional media spending, 15% is spent on print advertising, 50% is spent on TV advertising and 35% is spent on radio advertising. How much is spent on radio advertising?

- a) \$437,500
- b) \$525,000
- c) \$687,500
- d) \$1,500,000

SOLUTION:

$$\$5,000,000 \times 25\% = \$1,250,000 \text{ spent on traditional media}$$
$$\$1,250,000 \times 35\% =$$

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1. People keep in contact using social media sites, including Facebook, Google Plus, and YouTube. Increasingly, these sites are used to share information about products and events, making them an excellent means of promotion. If John posts a video of his new single on YouTube that gets 500,000 views, and 20,000 viewers decide to purchase the song, what is the percentage return on his post?

- a) 1 percent
- b) 2 percent
- c) 4 percent
- d) 6 percent

SOLUTION:

$$20,000 / 500,000 =$$

2. John's band's Facebook page has 17,000 likes. If each fan that likes the page has friends that number 15 percent of the likes that the band has, how many people can John's fan page potentially reach if all his fans share his page? (Do not include John's direct fans.)

- a) 17,000
- b) 2,550
- c) 43,350,000
- d) 60,350,000

SOLUTION:

$$17,000 \times (17,000 \times 0.15) =$$

3. Hazel sells books online for \$10.95 each. All of her 630 customers came from her Facebook friends. How much did she make through Facebook sales?

- a) \$3,000.00
- b) \$5,000.00
- c) \$6,898.50
- d) \$10,000.00

SOLUTION:

$$630 \times \$10.95 =$$

4. A Facebook ad targets an audience of 1,000,000, but decided to narrow the audience to women ages 30-45. This reduced it by 80%. What is resulting audience?

- a) 60,000
- b) 200,000
- c) 350,000
- d) 400,000

SOLUTION:

$$1,000,000 \times (1 - .80) =$$

5. A sports franchise would like to increase their Instagram followers by 25%. This means they would need 300,000 more followers. How many followers do they currently have?

- a) 75,000
- b) 300,000
- c) 525,000
- d) 1,200,000

SOLUTION:

$$\begin{aligned} 300,000 &= .25x \\ &= 300,000 / .25 = \end{aligned}$$

6. If you pay a total of \$400 for your social media campaign, and you agreed to pay \$0.20 per click, how many clicks did you get?

- a) 80
- b) 160
- c) 1,200
- d) 2,000

SOLUTION:

$$\begin{aligned} \$400 &= \$0.20x \\ \$400 / \$0.20 &= x \\ x &= \end{aligned}$$

7. Clif sells two products on Facebook. Each of them costs \$15. If 500 of his friends buy both products and another 800 buy one product, how much will Clif make?

- a) \$2,000
- b) \$7,000
- c) \$27,000
- d) \$72,000

SOLUTION:

$$\begin{aligned} 500 \times (\$15 + \$15) + (800 \times \$15) \\ = \$15,000 + \$12,000 = \end{aligned}$$

8. Kim agrees to pay \$0.15 per click for advertising on Google. She sets a maximum budget of \$1,000. A total of 5,970 people click the link. How much has Kim spent?

- a) \$617.75
- b) \$895.50
- c) \$975.85
- d) \$1,000

SOLUTION:

$$5,970 \times \$0.15 =$$

9. Jayla is a career coach, and holds seminars at local venues. She visits a college town in New Jersey, and sells all 175 seats of her \$59 seminar through Instagram. How much did she make through Instagram sales?

- a) \$1,032
- b) \$1,325
- c) \$10,235
- d) \$10,325

SOLUTION:

$$175 \times \$59 =$$

10. If a promotional email is sent to 14,300 email addresses and 3,200 people respond to the email, what percentage of the people responded to the email?

- a) 4%
- b) 12%
- c) 22%
- d) 30%

SOLUTION:

$$3,200 / 14,300 = .$$