**Marketing Vocabulary Part A**

1. Entity
2. Roone Arledge
3. Traditional Marketing Products
4. Service
5. Focus Group
6. Sport Marketing Products
7. Albert Spalding
8. Goods
9. Marketing
10. Ambush Marketing
11. Fan Identifcation
12. Mark McCormack
13. Audience Audit
14. Bill Veeck
15. Matt Levine
16. Pass-by Interviews