

Business & Marketing Education Day Worksheet



This worksheet helps explain advertising and sponsorship in a real life setting. Whether or not this worksheet is completed while at the park, keep your eyes open to the different sponsorships that are around you and see how many question you can answer.

1. While at the theme park, what advertisement stood out to you the most?
2. Name 3 brands, other than Six Flags, (corporate partners) seen in the theme park.
 - a. Who is the audience for these ads?
3. Create a sponsorship package? Find a place in the park and come up with a company whose advertisement would work there.
4. Know your demographic! Choose an advertisement in the park that is targeting:
 - a. Moms:
 - b. Teens:
5. Why would companies choose to advertise their product inside a Six Flags theme park?
6. Where else, outside the theme park, have you seen a Six Flags logo?
7. What do we sell at Six Flags?
8. What does Six Flags have in common with Coca-Cola Company that makes them a good fit as a corporate partner?
9. Name an advertisement in the theme park that you found surprising.
 - a. Why?
10. Why is it important for Six Flags to know what advertising you noticed while in the theme park?

Business & Marketing

Education Day

Vocabulary Match



Match the terms with the information (HINT: they will not all be used)

1. Business & Marketing students are part of a: ____
2. Combination of the following: lowest group rate, direct mail to high schools, special business presentations, tickets shipped in advance or pre-packaged: ____
3. Direct mail, website listing, education conference: ____
4. Fun, presentation & education: ____
5. Group tickets are shipped in advance, held at Guest Relations: ____
6. Determined in part by operating costs: ____
7. To have a fun & educational experience at a great value: ____

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- A. **BUYING MOTIVES** – the reasons consumers decide what products & services to purchase
 - B. **DISTRIBUTION** – how the product flows from the producer to the consumer
 - C. **MARKETING** – the process of planning and executing pricing, promotion and distribution of ideas, goods and services to create exchanges between buyers and sellers
 - D. **MARKETING MIX** – the unique combination of pricing, promotion, product offerings and distribution system to reach a specific group of consumers.
 - E. **PRICE** – determined by the demand for the goods and the cost of the goods
 - F. **PRODUCT** – the firm's goods or services they are selling
 - G. **PROMOTION** – any form of communication used to inform, persuade or remind
 - H. **TARGET MARKET** – a specific group of consumers that have similar wants and needs