SECTION 7 QUIZ

Communication

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Which two masters does communication serve?

A. The press and the sponsors
B. The players and the league
C. The brand and the commercial side
D. The president and the coach

2. Which type of media does the club own completely?

A. New media
B. Own media: app, website, newsletter, databases
C. Social media
D. Community media

3. Who controls the message in community media?

A. The club
B. The league
C. The broadcaster
D. The supporters

4. Every piece of content should have...

A. A sponsor, a hashtag and a filter
B. A result, a score and a table
C. A logo, a price and a link
D. A character, a conflict and an emotion

5. How should a club sound after a defeat?

A. Respect for those who came, no excuses, a reason to come back
B. Happy, as if nothing happened
C. Angry at the referee
D. Silent for a week

6. What is the minimum version of content resources?

A. An agency
B. A full content team
C. One person and one phone
D. A studio

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7. Which is a typical content constraint?

A. Broadcasting rights on match images
B. The colour of the logo
C. The length of a caption
D. The number of followers

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ANSWER KEY

1. C — It carries the brand to people and prepares the sale.

2. B — Social media is rented land; the database is yours, and nobody can change its algorithm.

3. D — Fan groups and pages often have more followers and more trust than the club; work with respect and exclusive information.

4. D — "Tickets on sale" has none of the three; the striker on the bus to his old stadium has all three, and sells the same tickets.

5. A — The worst thing is to sound happy after a defeat or arrogant after a victory.

6. C — The process is the same at every level; the minimum version just does fewer things, simply.

7. A — Rights, competition rules, sponsor obligations, image rights and platform rules.