SECTION 10 QUIZ

People and Leadership

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

1. Why does the marketing director need a direct line to the top?

A. To approve every post
B. To defend the brand when someone wants to change it for a sponsor
C. To sign player contracts
D. To avoid the finance department

2. How should the marketing director be judged?

A. On how hard they work
B. On the number of meetings
C. On the results of the team
D. On numbers agreed with management at the start of the season

3. What is the logic of an organisational chart?

A. Positions first, processes later
B. The biggest salaries at the top
C. Processes first, positions second
D. One person per department

4. Which two roles should not be combined?

A. Selling and producing content
B. Ticketing and community
C. Content and social media
D. Retail and licensing

5. Which roles should be inside the organization, by employment if possible?

A. Every specialist role
B. Only matchday roles
C. The roles that carry the identity: brand, community, voice
D. None; agencies are always better

6. How do you prevent conflicts with the coach about players' time?

A. Agree fixed slots in advance, never the day before a match
B. Film without asking
C. Ask the president to order it
D. Stop making content with players

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ANSWER KEY

1. B — If marketing reports through three levels, it cannot protect the crest, the colours or the identity.
2. D — Database, attendance, brand health, engagement, commercial revenue and its share, renewals.
3. C — Many clubs hire people and then look for something for them to do.
4. A — Both need full attention at the same moments.
5. C — Specialists for a limited time can be collaborations; many-hands roles suit volunteers and interns.
6. A — Agree the rules in advance, share the calendar, share the results.