

GLOBAL YOUTH SPORT, INDUSTRY, MARKETING AND DIGITAL ENGAGEMENT PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Outline a balanced mix of owned, earned, and paid media for a youth sport brand and how it supports the customer journey.**
 - A. Owned: app/site; Earned: press coverage, user-generated content; Paid: ads, influencer partnerships; align with funnel stages and regional nuances
 - B. Only owned media
 - C. Only paid media
 - D. Only earned media
- 2. Design a high-level 12-month content calendar for a global youth sport brand that balances global campaigns with local activations?**
 - A. Provide a structured calendar outline with quarterly themes, monthly content pillars, regional adaptation, cross-platform alignment, and measurement plan.
 - B. Publish the same content in every market without adaptation.
 - C. Focus only on one region's content for the year.
 - D. Skip measurement planning.
- 3. How much are NFL global media rights valued at?**
 - A. \$12.6 Billion
 - B. \$26.0 Billion
 - C. \$9.4 Billion
 - D. \$16.2 Billion
- 4. When using wearables and performance data in youth sport marketing, which practice is essential to protect privacy and welfare?**
 - A. Consent, anonymization, data minimization, and opt-in for analytics
 - B. Publicly sharing raw data with all partners
 - C. Retaining data indefinitely without purpose
 - D. Collecting data without notifying participants
- 5. Which actions promote sustainability and CSR in youth sport programs?**
 - A. Eco-friendly facilities, community-based sustainability initiatives, youth education, transparent reporting, and partnerships with NGOs/brands
 - B. Maximizing profits at all costs
 - C. Reducing transparency
 - D. Isolating programs from community

- 6. Which description best describes cognitive engagement?**
- A. How fans think about, analyze, or follow stats
 - B. How fans feel joy or heartbreak
 - C. How often fans attend games
 - D. How fans share content online
- 7. What unique fact about Jamaica's youth sprint development model is described?**
- A. Jamaica relies on expensive clubs
 - B. Jamaica relies on government-run academies
 - C. Jamaica uses a school-based model to develop sprinters.
 - D. Jamaica has no formal youth development
- 8. What metric is used to assess the long-term value of youth fans in a loyalty program?**
- A. Ticket revenue per game
 - B. Retention and lifetime value
 - C. Social media follower count
 - D. Merchandise sales in a month
- 9. Which attribution approaches are recommended for evaluating a youth sport marketing campaign?**
- A. Last-click, multi-touch, or data-driven attribution
 - B. Last-click only
 - C. Multi-touch only
 - D. Data-driven only
- 10. Which metric is used to gauge the long-term value of youth fans in a loyalty program?**
- A. Exclusive content
 - B. Early event access
 - C. Retention and lifetime value
 - D. Simple community participation

Answers

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1. A
2. C
3. A
4. A
5. A
6. A
7. C
8. B
9. A
10. C

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Explanations

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1. Outline a balanced mix of owned, earned, and paid media for a youth sport brand and how it supports the customer journey.

A. Owned: app/site; Earned: press coverage, user-generated content; Paid: ads, influencer partnerships; align with funnel stages and regional nuances

B. Only owned media

C. Only paid media

D. Only earned media

A balanced mix of owned, earned, and paid media is essential because it lets a youth sport brand control the experience, build trust, and scale reach across the customer journey. Owned media like an app or site provides a centralized home base where families can find schedules, registration, practice tips, and stories. It's controllable and allows gathering first party data to tailor messages and experiences as kids progress through different ages or seasons. Earned media such as press coverage and user generated content offers credibility and social proof. Positive stories from local media and from other families help build trust with new families who are evaluating programs, while UGC shows real experiences and outcomes in a relatable way. Paid media then expands reach, especially to local communities, helping to drive awareness, consideration, and action through targeted ads and influencer partnerships that align with local leagues, languages, and cultures. Mapping these to the customer journey matters: awareness is boosted by credible earned coverage and targeted paid messages; consideration is supported by useful owned resources (schedules, testimonials, coaching tips) and by authentic user stories; conversion or enrollment benefits from paid promotions and clear, action oriented CTAs within the owned platform. Regional nuances—different sports climates, school calendars, and community languages—should shape the messaging and channel mix so campaigns feel local and relevant. If you relied on only one type of media, you'd miss essential elements: owned alone lacks broad reach and social proof; paid alone can be costly and lacks lasting trust; earned alone is powerful for credibility but unpredictable and hard to scale. The combined approach covers control, credibility, and reach while aligning with how families move from awareness to action.

2. Design a high-level 12-month content calendar for a global youth sport brand that balances global campaigns with local activations?

A. Provide a structured calendar outline with quarterly themes, monthly content pillars, regional adaptation, cross-platform alignment, and measurement plan.

B. Publish the same content in every market without adaptation.

C. Focus only on one region's content for the year.

D. Skip measurement planning.

A balanced approach to planning a 12-month calendar for a global youth sport brand is to build a structured framework that includes quarterly themes, monthly content pillars, regional adaptation, cross-platform alignment, and a clear measurement plan. This combination lets you roll out globally consistent campaigns while allowing local teams to tailor content to language, culture, and platform preferences, so messages stay relevant where they matter most. It also ensures every piece of content fits across channels—social, video, events, and digital activations—creating a cohesive brand experience throughout the year. The measurement plan is essential for tracking performance by region and channel, learning what resonates, and iterating continuously. Publishing the same content without adaptation misses local context and user behavior, which reduces engagement in diverse markets. Focusing on a single region for the whole year sacrifices global reach and the opportunity to scale successful ideas worldwide. Skipping measurement planning leaves you without data to optimize and demonstrate impact, making it hard to improve and justify efforts over time.

3. How much are NFL global media rights valued at?

- A. \$12.6 Billion**
- B. \$26.0 Billion
- C. \$9.4 Billion
- D. \$16.2 Billion

Global media rights quantify how much networks and streaming platforms pay to show NFL games outside America. Because these rights are negotiated across many regions and platforms, the total value is the sum of all international deals over a given period. The figure around 12.6 billion dollars best reflects this aggregated international rights value for the current cycle. It sits below domestic rights, which command tens of billions per year, but it still represents a substantial global monetization of NFL content. The other numbers would imply either a larger or smaller international package than what is typically cited for global rights.

4. When using wearables and performance data in youth sport marketing, which practice is essential to protect privacy and welfare?

- A. Consent, anonymization, data minimization, and opt-in for analytics**
- B. Publicly sharing raw data with all partners
- C. Retaining data indefinitely without purpose
- D. Collecting data without notifying participants

Protecting privacy and welfare is crucial when using wearables and performance data in youth sport marketing. The best practice combines consent, anonymization, data minimization, and opt-in for analytics. This approach ensures that young athletes and their guardians explicitly agree to how data will be used, that any data that could identify a person is transformed to protect identity, and that only the least amount of data necessary is collected and retained for a defined purpose. Requiring opt-in for analytics gives participants real choice and clarity about what will be analyzed, which builds trust and supports ethical data governance. In youth contexts, obtaining appropriate consent (often involving guardians) and applying privacy-by-design safeguards are essential to protect wellbeing and comply with privacy laws. Publicly sharing raw data with all partners exposes sensitive information and undermines trust. Keeping data indefinitely without a defined purpose increases risk and lacks accountability. Collecting data without notifying participants violates basic rights and ethical standards.

5. Which actions promote sustainability and CSR in youth sport programs?

- A. Eco-friendly facilities, community-based sustainability initiatives, youth education, transparent reporting, and partnerships with NGOs/brands
- B. Maximizing profits at all costs
- C. Reducing transparency
- D. Isolating programs from community

This question tests how youth sport programs integrate sustainability and CSR across operations, community engagement, and governance. The strongest approach combines environmental action, social impact, education, transparency, and collaboration. Eco-friendly facilities reduce the program's ecological footprint and often cut long-term costs. Community-based sustainability initiatives connect the program with local needs, building trust and shared ownership. Youth education embeds sustainable values and practical behaviors in participants, turning players into ambassadors for greener practices. Transparent reporting provides accountability and demonstrates progress to families, sponsors, and the broader community. Partnerships with NGOs or purpose-driven brands bring expertise, resources, and credibility, helping to scale sustainable efforts and align them with broader CSR goals. Altogether, this blend addresses environmental, social, and governance dimensions—what CSR in sport is all about. Others fall short because they ignore or downplay these essential dimensions. Focusing only on profits at all costs neglects environmental and social responsibilities. Reducing transparency undermines trust and accountability, key components of governance. Isolating programs from the community eliminates a major source of support, feedback, and legitimacy.

6. Which description best describes cognitive engagement?

- A. How fans think about, analyze, or follow stats
- B. How fans feel joy or heartbreak
- C. How often fans attend games
- D. How fans share content online

Cognitive engagement is about the mental processing fans use to understand, interpret, and analyze the sport. Describing it as how fans think about, analyze, or follow stats captures that internal thinking and interpretation, which is the core of cognitive engagement. Emotions describe how fans feel (affective engagement), attitudes or intentions behind actions describe behavioral engagement, and actions like attending games or sharing content online reflect observable behavior. So, thinking through stats and game ideas shows the mental work fans invest, making this description the best fit. For example, a fan who delves into player metrics, compares team strategies, and reasons about outcomes is demonstrating cognitive engagement.

7. What unique fact about Jamaica's youth sprint development model is described?

- A. Jamaica relies on expensive clubs
- B. Jamaica relies on government-run academies
- C. Jamaica uses a school-based model to develop sprinters.
- D. Jamaica has no formal youth development

The key idea is that Jamaica builds sprint talent through a school-based system, using school coaching and inter-school competition as the main entry point for young sprinters. This creates a broad talent pool and a clear pathway: kids start in school programs, gain early sprint development through regular competition and coaching, and then move on to clubs or national programs for more advanced training. This emphasis on the school environment as the primary engine for development distinguishes Jamaica's approach from systems that rely mainly on private clubs or government academies. While clubs and national programs exist, the defining feature is the school-based pipeline that identifies and nurtures speed from a young age.

8. What metric is used to assess the long-term value of youth fans in a loyalty program?

- A. Ticket revenue per game
- B. Retention and lifetime value**
- C. Social media follower count
- D. Merchandise sales in a month

When evaluating the long-term value of youth fans in a loyalty program, you measure how likely they are to stay engaged over time and the total value they're expected to bring across their relationship with the club. Retention tracks how consistently fans continue to participate in the program year after year, showing the strength and durability of the ongoing relationship. Lifetime value goes further by estimating the overall net revenue a fan will generate throughout their entire relationship—combining future ticket purchases, merchandise, experiences, and even potential referrals, often adjusted for time value. These metrics focus on enduring engagement and ongoing contribution, which is exactly what a loyalty program aims to maximize. In contrast, a single-game ticket revenue metric looks at one event and misses future behavior. Social media follower count measures reach rather than actual long-term engagement or spending. Merchandise sales in a month reflects short-term activity without capturing future purchases. So the best choice for long-term value is retention and lifetime value.

9. Which attribution approaches are recommended for evaluating a youth sport marketing campaign?

- A. Last-click, multi-touch, or data-driven attribution**
- B. Last-click only
- C. Multi-touch only
- D. Data-driven only

When evaluating a youth sport marketing campaign, you want to capture how different interactions contribute to an outcome, not just rely on a single point in the journey. Last-click attribution credits the final touchpoint, which is simple but can overlook earlier awareness and consideration that helped lead to the result. Multi-touch attribution spreads credit across multiple interactions, which reflects the reality that families often engage with several channels—social posts, emails, events, word-of-mouth—before taking action. Data-driven attribution uses actual performance data and modeling to assign credit based on how each touchpoint tends to influence outcomes, and it can adapt to the unique patterns of a campaign. Youth sport campaigns typically involve a mix of channels and touchpoints, so using last-click, multi-touch, or data-driven approaches provides a fuller, more accurate picture of what's driving registrations, attendance, or sponsorship interest. If data are limited, last-click or simpler multi-touch models still offer useful insights; if data are abundant and reliable, data-driven attribution can optimize credit allocation. Relying on only one method risks underestimating the impact of earlier touchpoints or overvaluing the final interaction, so employing these approaches—either alone or in combination—offers the most robust evaluation.

10. Which metric is used to gauge the long-term value of youth fans in a loyalty program?

- A. Exclusive content
- B. Early event access
- C. Retention and lifetime value**
- D. Simple community participation

Measuring the long-term value of youth fans in a loyalty program hinges on tracking how well you keep them engaged over time and the total value they contribute across the relationship. Retention asks how many young fans stay active members over a period and continue to interact with rewards, events, or program communications. High retention shows the program delivers ongoing value and builds a durable relationship, which is essential for lasting impact. Lifetime value adds the financial perspective by estimating the total value a member brings from their entire relationship—through purchases, redemptions, and even referrals or influence that drive more engagement. This gives a forward-looking measure of profitability and helps plan how much to invest in rewards, onboarding, and communications. Exclusive content or early event access are tactics that boost short-term engagement but don't themselves quantify long-term contribution. Simple community participation reflects activity level, but it doesn't directly capture the sustained value a member provides over time.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://globalyouthsportindustry.examzify.com>

We wish you the very best on your exam journey. You've got this!

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