

FIFTH EDITION

SPORTS MARKETING

A STRATEGIC PERSPECTIVE

MATTHEW D. SHANK
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Sport Facility & Event Management Thomas J. Aicher, Brianna L. Newland, Amanda L. Paule-Koba, 2019-03-08 Sport Facility and Event Management provides readers with a working knowledge of how to manage sport facilities and how to plan manage implement and evaluate sport events The text integrates timely theoretical insights with real world practicality and application affording readers a strong foundation in facility and event management The authors focus on a broad range of facilities and events from community recreation facilities to large venues reflecting the diversity of the industry

Digital Sport Marketing Alan Seymour, Paul Blakey, 2020-09-10 Digital sport marketing is a new dynamic and rapidly evolving area that is having a profound impact on contemporary sport business This is the only textbook to introduce core principles and best practice in digital sports marketing focusing on key issues emerging topics and practical techniques The book surveys the new international digital landscape in sport business and explains how to apply digital marketing across key areas from fan engagement and public relations to strategic communication and branding Every chapter includes discussion of key concepts an in depth case study and an in depth conversation with a leading industry practitioner that demonstrates how digital marketing works in the real world Full of useful features this is an essential textbook for any sport marketing sport management sport business or sport development course

International Sports Events Richard Shipway, Alan Fyall, 2013-05-07 This book offers new insight into International Sports Events ISEs examining the relationship between sport tourism and events It assesses sports events through the lens of both sports participants and spectators based on three primary themes impacts experiences and identities The first section of the book contributes to the future development of knowledge by analyzing the impact of sport events and their legacies from economic environmental social sporting political and cultural perspectives an understanding of the impacts and potential legacies of sports events is fundamental to their future development In the second section of the book the focus moves from impact and legacy issues towards exploring consumer behaviour and participant experiences at a diverse selection of International Sports Events The emphasis within this section is grounded within the tourism dimension of sports events Section three of the book highlights

the dominant role of identity at a diverse selection of sports events and demonstrates how that identity is displayed whilst either watching or participating in sport and leisure The book provides an international analysis drawing on emerging empirical research conducted across a diverse range of sport and leisure activities and contrasting locations Linked to the three underlying themes of the book a future research agenda for International Sports Events is provided which is centred on four key pillars impact identity internationalization and interdisciplinary research This timely book will be of interest to students researchers and academics studying Event Management Sport Management and Sport Tourism **Sports**

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Managing the Business of Sport Linda Trenberth, David Hassan, 2013-03 Contemporary sport is both a sophisticated and complex international business and a mass participatory practice run largely by volunteers and community organizations This authoritative and comprehensive introduction to the theory and practice of sports management helps to explain the modern commercial environment that shapes sport at all levels and gives clear and sensible guidance on best practice in sports management from elite sport to the local level The book is divided into three sections The first examines the global context for contemporary sports management The second explores the key functional areas of management from organization and strategy to finance and marketing and explains how successful managerial techniques can be applied in a sporting context The final section surveys a wide range of important issues in contemporary sports management from corporate social responsibility to the use of information and communication technologies Together these sections provide a complete package of theory applied practical skills and a state of the art review of modern sport business With useful features included throughout such as chapter summaries and definitions of key terms and with each chapter supported with real world data and examples this book is essential reading for all students of sport management and sport business

The Definitive Guide to Entertainment Marketing Al Lieberman, Patricia Esgate, 2013 Entertainment Marketing NOW Every Platform Technology and Opportunity Covers film cable broadcast music sports publishing social media gaming and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising promotion PR and online content distribution By industry insiders with decades of experience as leaders and consultants Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and competitive than ever and it's changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow any content on any platform in any market worldwide You'll master innovative new ways to grab consumers attention and wallets fast make your experiences want-to-see must-see drive more value through social platforms mobile technologies and integrated marketing strategies overcome challenges ranging from bad buzz to piracy fully leverage licensing merchandising and sponsorships and successfully market all forms of entertainment

Your Guide To Entertainment Marketing and Performance (Collection) Al Lieberman, Patricia Esgate, Paul

W. Farris, Neil Bendle, Phillip E. Pfeifer, David Reibstein, 2013-08-08 Entertainment spending is soaring worldwide driven by new technologies new platforms new business models and unrelenting demand amongst seven billion consumers That means entertainment marketing opportunities are soaring too But this business is more complex and competitive than ever and it s changing at breakneck speed Now two leading practitioners show how to transform content into profits today and tomorrow in *The Definitive Guide to Entertainment Marketing Marketing Metrics The Definitive Guide to Measuring Marketing Performance Second Edition* is the definitive guide to today s most valuable marketing metrics In this thoroughly updated and significantly expanded book four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing web metrics and brand equity They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight

Sponsorship: For a Return on Investment Guy Masterman, 2012-06-14 Sponsorship is both a critical communications tool for sponsors as well as a fundamental revenue stream for rights owners Market leaders use sponsorship widely and arguably more successfully than any other communications tool to achieve competitive advantage whilst events of all sizes depend on sponsorship just to exist As the importance of sponsorship has increased the demands of it have risen too Now sponsors seek measurable return on their investment *Sponsorship For a Return on Investment* provides a unique insight on the use of sponsorship for a return on investment and will appeal to practitioners and undergraduate and postgraduate students alike It builds a conceptual framework for the development planning implementation and evaluation of strategies for sport arts music and community sponsorship and from two perspectives For rights owners the importance of effectively acquiring and then developing a bespoke approach for the recruitment of sponsors for effective sponsorship programmes For sponsors a better understanding of how sponsorship can be used for successful integrated marketing communications A broad selection of examples and case studies from around the world are provided in order to demonstrate the importance of sponsorship on an international basis This book is vital resource for both students and practioners

International Sport Management Eric MacIntosh, Gonzalo Bravo, Ming Li, 2019-03-05 *International Sport Management* is the first comprehensive textbook devoted to the organization governance business activities and cross cultural context of modern sport on an international level As the sport industry continues its global expansion this textbook serves as an invaluable guide for readers as they build careers that require an international understanding of the relationships influences and responsibilities in sport management Through a systematic presentation of topics and issues in international sport this textbook offers a long overdue guide for students in this burgeoning subfield in sport management Editors Li MacIntosh and Bravo have assembled contributors from all corners of the globe to present a truly international perspective on the topic With attention to diversity and multiple viewpoints each chapter is authored by distinguished academics and practitioners in the field A foreword by esteemed sport management scholar Dr Earle Zeigler emphasizes the importance of a dedicated study of the issues in international sport management All

chapters in the text use a global perspective to better showcase how international sport operates in various geopolitical environments and cultures The text is arranged in five parts each serving a unique purpose To outline the issues associated with international sport management To examine sport using a unique perspective that emphasizes its status as a global industry To introduce the structure of governance in international sport To examine the management essentials in international sport To apply these strategies in the business segments of sport marketing sport media and information technology sport facilities and design sport event management and sport tourism Written to engage students International Sport Management contains an array of learning aids to assist with comprehension of the material It includes case studies and sidebars that apply the concepts to real world situations and demonstrate the varied issues challenges and opportunities affecting sport management worldwide Chapter objectives key terms learning activities summaries and discussion questions guide learning in this wide ranging subject area In addition extensive reference sections support the work of practitioners in the field With International Sport Management both practicing and future sport managers can develop an increased understanding of the range of intercultural competencies necessary for success in the field Using a framework of strategic and total quality management the text allows readers to examine global issues from an ethical perspective and uncover solutions to complex challenges that sport managers face With this approach readers will learn how to combine business practices with knowledge in international sport to lead their current and future careers International Sport Management offers readers a multifaceted view of the issues challenges and opportunities in international sport management as well as the major functional areas that govern international sport The text provides students academics and practitioners with critical insights into the practice of business as it applies to international sport

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Canadian Sport Marketing Norm O'Reilly, Benoit Seguin, Gashaw Abeza, Michael L. Naraine, 2022 Canadian Sport Marketing Third Edition brings sport marketing concepts to life with examples from Canadian sport business preparing students for future careers in the field Sport Management Russell Hoyer, 2012 Sport Management Principles and applications provides a comprehensive introduction to the practical application of management principles within sport organisations It is ideal for first and second year students studying sport management related courses as well as those studying business focussed and human movement physical education courses seeking an overview of sport management principles In full colour to make key information easier to locate the book provides a comprehensive overview of The nature of the sport industry and the role of the state non profit and professional sectors in sport Core management principles and their application in sport highlighting the unique features of how sport is managed Includes discussion and insight into strategic planning organisational culture organisational structures human resource management leadership governance financial management marketing and performance management Highly accessible each chapter has a coherent structure featuring A conceptual overview of the focus for the chapter A presentation of accepted practice and key research findings supported by specific organisational examples at the community state provincial national and professional levels drawing

from countries around the globe A section of teaching and learning resources including a reference list suggesons for further reading relevant websites and tutorial activity or study questions Brand new to this edition is a new case study at the end of each chapter as well as two new chapters on marketing and financial management Covers the fundamental management issues unique to sport so that students understand how general management principles relate to their area of study Extensive online lecturer materials including PowerPoint for every chapter tutorial activities test banks and diagnostic and teaching notes help lecturers save time preparing for lectures Brand new case studies examples and chapters from the UK Europe and Asia Pacific prepare students for employment in any country **СМ: всё о спортивном менеджменте и маркетинге. Выпуск 1 (2016)** Альманах, 2022-01-29

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