

Sports Marketing
A Strategic Perspective
SIXTH EDITION

Matthew D. Shank and Mark R. Lyberger



Sports Marketing A Strategic Perspective

**John Fraedrich, Marina
Pirtskalava, Tornike Khoshtaria, Hasan
Terzi, Mehmet Bayirli, Baker Al Serhan**

Sports Marketing A Strategic Perspective:

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Sport Marketing Paul Blakey, 2011-05-05 This is a highly accessible text that provides detailed coverage of the key concepts ideas principles and techniques of sport marketing It combines clear and concise explanations with applied case studies supported by clear objectives learning activities and points for reflection UK based examples are used throughout and the book successfully combines both theory and practice The field of sport marketing is an exciting and fast moving part of the sports industry that presents new challenges requiring innovative and effective solutions Engagement with sport marketing therefore equips students with valuable transferable skills necessary for all sport managers of the future Sport Marketing in a Global Environment Ruth M. Crabtree, James J. Zhang, 2022-04-19 This book examines contemporary sport marketing with a particular focus on strategic marketing the process of longer term planning and development that involves identifying the needs and wants of potential customers and satisfying their needs through the exchange of products and services It presents cutting edge case studies from around the world including from the United States China Europe the Middle East South America and Africa It considers some of the most interesting emerging themes and topics in contemporary sport business including fitness marketing the role of sustainability in sport marketing social media and digital marketing

athlete brand relationships and the promotion and development of collegiate and scholastic sport As a whole this volume presents a snapshot of the opportunities and challenges facing sport marketers around the world Sport Marketing in a Global Environment is fascinating reading for any advanced student researcher or professional working in sport business and management sport development marketing strategic management or global business Strategies in Sports Marketing: Technologies and Emerging Trends Dos Santos, Manuel Alonso,2014-04-30 The application of marketing concepts to sports products and services is vital to the success of the industry When appealing to the target audience of an event it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies Strategies in Sports Marketing Technologies and Emerging Trends provides relevant information on the marketing strategies and marketing trends of sporting events by highlighting the plans and tactical operations that sports organizations conduct when integrating marketing strategies This publication is a comprehensive reference source for students researchers academicians professionals and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting events **Strategic Sport Marketing** Adam Karg,David Shilbury,Hans Westerbeek,Daniel C Funk,Michael L. Naraine,2022-03-30 The fifth edition of Strategic Sport Marketing integrates sport marketing frameworks theory and practical cases to show students and practitioners how to develop and execute successful sport marketing strategies The book explains contemporary sport markets consumer behaviour marketing strategies and best practices in sport marketing in a clear comprehensive and engaging way Built on a foundation of strategic decision making it offers a truly diverse set of case studies sportviews and examples from national and international sports and events including Australian Rules AFL football European soccer Russian hockey Grand Slam tennis and the National Basketball Association NBA This new edition is revised to align with contemporary sport marketing applications conceptualising sport as part of the experience economy and integrating technology and digitalisation themes into the book reflecting the increasing focus on data and digital communications and media delivery of sport It encourages critical and practical thinking and problem solving on the part of the reader to help them improve their real world professional practice This book is an essential course text for students of sport marketing and management as well as being a useful resource for all practitioners engaged in the marketing promotion or communication of sport organisations or brands Additional teaching and learning materials are available to accompany this book including slides class outlines and reflective questions and answers for each chapter *Strategic Sport Marketing* David Shilbury,Shayne Quick,Daniel Funk,Hans Westerbeek,Adam Karg,2020-07-25 Sport now has to compete for the consumer dollar with a vast array of leisure activities online as well as offline Successful sport marketing is the result of carefully structured planning creativity and perseverance Integrating the unique characteristics of sport with traditional marketing theory Strategic Sport Marketing presents a framework of strategic decision making The authors outline the diverse markets for sport participants sponsors spectators and fans International case studies and sportviews selected from a

wide range of sports and media illustrate the unique features of sport marketing Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally The fourth edition of this widely used text is fully revised and updated It includes new material on sports promotion customer service and social media as well as new case studies A sport marketing text at the undergraduate level needs to engage both student and teacher I believe Strategic Sport Marketing does this rather well Sport Management Review a comprehensive illustration of the integration of sport marketing theory with sport marketing practice Journal of Sport Management

Strategic Sport Communication Paul Mark Pedersen, Pamela C. Laucella, Edward Kian, Andrea N. Geurin, 2021 This book explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

Contemporary Business Research in the Islamic World John Fraedrich, Marina Pirtskalava, Tornike Khoshtaria, Hasan Terzi, Mehmet Bayirli, Baker Al Serhan, 2024-09-22 This proceedings volume presents a cutting edge exploration of Islamic marketing delving into the details of Muslim consumer behavior and Halal business practices while offering invaluable strategies for navigating the dynamic world of commerce in Islam oriented regions Featuring selected chapters from the 14th Global Islamic Marketing Conference it provides a comprehensive overview of research and insights into Islamic business practices focusing on innovative marketing strategies Readers can expect to find detailed analyses and practical guidance on topics such as the impact of neurotransmitters on Islamic research the influence of religiosity on Muslim consumers adoption of cryptocurrency and how perceived price quality and trust affect purchase intentions for Halal products The volume also explores whether Halal hotels in Malaysia align with green practices factors driving customer behavior in online banking and the digitalization of Halal food supply chains through blockchain Further chapters investigate customer loyalty in Islamic traditional markets the factors influencing brand love in Moroccan football and the impact of sustainability and corporate governance in Bangladeshi microfinance institutions Discussions include the economic implications of incomes of married women in Islamic contexts and models for the key drivers of Islamic insurance Readers will also find comparative studies on challenges in online sales contracts within Islamic and Jordanian legal frameworks and insights into the role of e trust in the success of virtual organizations through knowledge sharing The volume addresses contemporary issues such as consumer empowerment and privacy the challenges and opportunities for Islamic microfinance during COVID 19 and self regulating social media behaviors among Muslim consumers It also explores the integration of AI driven chatbots in Halal marketing communication and the concept of faith centric consumerism offering a research agenda for Halal brand attitudes This proceedings volume is an invaluable resource for academics and researchers seeking to deepen their understanding of these specialized topics and for business consultants looking for effective strategies to engage with markets in Islam oriented regions It provides both a theoretical framework and practical insights making it a vital reference for anyone interested in

the rapidly evolving fields of Islamic business marketing and economics **Strategic Sports Event Management** Guy Masterman, 2021-11-18 This book provides students and event managers with an insight into the strategic management of sports events of all scales and types from international mega events to community sport Introducing key theory and best practice it offers a practical step by step guide to planning organizing managing and evaluating events Now in a fully revised and updated fourth edition the book explains the importance of adopting a strategic approach showing how to implement strategies that lead to successful outcomes over the short and the long term It uses international case studies in every chapter from the NBA and NFL to Formula 1 and the English Premier League offering real world insight into both larger and smaller events In addition woven throughout the book are a series of in depth studies of several Olympic Games the ultimate sporting event and an important point of reference for all practising and aspiring event managers The book covers every key aspect of the sports event management process including sports organizations such as the IOC FIFA and World Athletics and their interactions with event partners the media and promoters short term and long term benefits of the planning process event impact and legacy operational functions including finance ticketing transport venues IT human resources and security marketing and communications including social networking and new media the bidding process research and evaluation This new edition includes expanded coverage of digital and social media the social impact of events sustainability security entrepreneurship employability and much more It is an essential text for any sports event course and invaluable reading for any student or practitioner working in sport business sport management sport development or event management The textbook is supported by useful online resources including additional case studies and exam questions for each chapter

Strategic Sport Communication Paul M. Pedersen, Pamela C. Laucella, Edward (Ted) M. Kian, Andrea N. Geurin, 2016-10-04 Strategic Sport Communication Second Edition explores the sport industry's exciting and multifaceted segment of sport communication With communication theory sport literature and insight from the industry's leading professionals the text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents The team of international authors has drawn on its extensive practical academic and leadership experiences to update and revitalize this second edition of Strategic Sport Communication Using the industry defining standard of the Strategic Sport Communication Model SSCM the text explores sport communication in depth and then frames the three major components of the field personal and organizational communication sport media and sport communication services and support Readers will discover how each aspect of this segment of the sport industry is integral to the management marketing and operational goals at all levels of sport organizations The second edition includes the following enhancements A new expanded chapter titled Integrated Marketing Communication in Sport allows students to explore modern marketing strategy Substantial updates and new information on multiple social media platforms throughout the book elucidate the latest trends Sport

Communication at Work sidebars and Profile of a Sport Communicator features apply topics and theoretical concepts to real world situations Key terms learning objectives and chapter wrap ups with review questions discussion questions and individual exercises keep readers engaged and focused An expanded ancillary package provides tools for instructors to use in course preparation and presentation The content is complemented by photos throughout and organized in an easy to read style Part I of the book introduces sport communication by defining the scope of study examining roles and functions of sport communication professionals and looking at the history and growth of the field Part II dives into the SSCM which provides a macro view of the three main components of communication in sport This section also addresses digital and mobile communications public relations and crisis communication and sport research Part III addresses sociocultural issues and legal aspects of sport communication including culture gender sex race ethnicity and politics Throughout the text individual exercises group activities review questions and discussion questions promote comprehension for a variety of learning styles With Strategic Sport Communication Second Edition readers will be introduced to the vast and varied field of sport communication The framework of the SSCM prepares readers with foundational and theoretical knowledge so they are able to understand the workings of and ultimately contribute to the rapidly growing field of sport communication

Strategic Sport Communication, 2E Pedersen, Paul M., Laucella, Pamela, Kian, Edward, Geurin, Andrea, 2016-08-05 Strategic Sport Communication Second Edition presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

The Psychology of Entertainment Media L. J. Shrum, 2003-10-03 The Psychology of Entertainment Media provides a cutting edge look at how entertainment media affects its viewers both in intended and unintended ways and the psychological processes that underlie these effects The collection represents an international multidisciplinary investigation of an age old process persuasion in a relatively new guise which includes product placements brand films television programs and sponsorships The collection covers three broad areas the potential effects of embedding promotions within entertainment media content the persuasive power of the entertainment media content itself and individual differences in the interplay between media usage and media effects Contributions focus on a variety of topics including product placement subliminal perception narrative impact cultivation effects on consumers and individual differences in media use Virtually all the chapters speak to the issue of how entertainment media are processed with the conclusion that media consumers do tend to process entertainment and promotional information differently Providing a broad perspective on how entertainment media may have an effect that goes largely unnoticed or unattended by consumers this volume makes a substantial contribution toward creating a more knowledgeable field as well as a more knowledgeable consumer With its origins in the 21st Annual Advertising and Consumer Psychology Conference the volume represents scholarship from prominent and emerging scholars in psychology marketing and communications It is appropriate for advanced students and scholars in marketing advertising

psychology and mass communication for research focused practitioners working in marketing advertising and public policy and for individuals interested in entertainment studies consumer behavior attitudes persuasion media studies and consumer psychology

Canadian Sport Marketing Norm O'Reilly, Benoit Seguin, Gashaw Abeza, Michael L. Naraine, 2022-05-04

The rapid professionalization of marketing in the sport industry has helped vault the business of sport into the upper echelons of the economy. Innovative, effective, timely, and culturally sensitive marketing allows sport managers to vie for consumer attention in an ever-expanding marketplace of competitors. *Canadian Sport Marketing Third Edition With HKPropel Access* brings to life the fundamental principles of marketing drawn from Canadian experience with the end goal of providing students with a toolbox of useful tactics, frameworks, models, and knowledge to support a promising career or future learning in sport marketing. It covers essential topics including the Canadian sport system and Canadian consumer behavior, market research, branding, pricing, sponsorship, ambush marketing, traditional media, social media, and digital marketing. Additionally, a sample marketing plan provides instructors an invaluable opportunity for assigned experiential learning and gives students a practical tool for use in early career work. The only text focusing on Canadian sport marketing, this edition has been extensively updated to foster applied learning in sport marketing concepts and theories supported by expert perspectives from the Canadian sport industry. Over 40 sport industry executives and experts contribute to the *In the Know* sidebars: Executive Perspective and case studies which draw from the most successful Canadian sport brands, events, and organizations to provide real-life application of the material. Authors Norm O'Reilly and Benoit Seguin welcome Gashaw Abeza and Michael Naraine, forming an author team with comprehensive professional experience in the Canadian sport sector. With reflections on and references to a variety of Canadian and provincial sport entities, this third edition offers the following:

- Learning objectives provide students a road map to navigate the content while maximizing retention.
- In the Know* sidebars direct student attention to the consideration of real-world situations and sport business analysis.
- Executive Perspective sidebars written by individuals who work within the industry bring sport marketing concepts to life by using examples from Canadian sport businesses.
- Case studies in HKPropel allow enhanced practical application and use real Canadian examples with questions to ensure critical analysis and understanding.
- Test Your Knowledge questions help students assess their learning.
- Answers are provided in the instructor guide.
- A glossary helps students identify and learn key vocabulary within the text.
- A sample marketing plan provides an opportunity to review a completed marketing plan, and students can also use it as a template for creating their own plan.

Also new to *Canadian Sport Marketing Third Edition* are case studies and quizzes delivered through HKPropel. These are designed to increase student engagement and help students more deeply examine their comprehension of the material. Strengthen and prepare students for future success in the sport industry with *Canadian Sport Marketing Third Edition With HKPropel Access*. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

Emerging Trends and Innovation in Sports Marketing and Management in Asia

Leng, Ho Keat, 2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions, events, and teams. *Emerging Trends and Innovation in Sports Marketing and Management in Asia* brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia. *Sports Marketing* Melissa Jane Johnson Morgan, Jane Summers, 2005 *Sports Marketing* provides an innovative approach to the study of marketing issues in a sport context. The book addresses sports marketing from a strategic perspective and explores both the marketing of sport and marketing using sport. Importantly, *Sports Marketing* also includes commentary on the social aspects of sport that is increasingly relevant for those dealing with public entities and funding bodies.

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