

# **Sharing Best Practices in Sport Marketing:**

The Sport Marketing Association's  
Inaugural Book of Papers

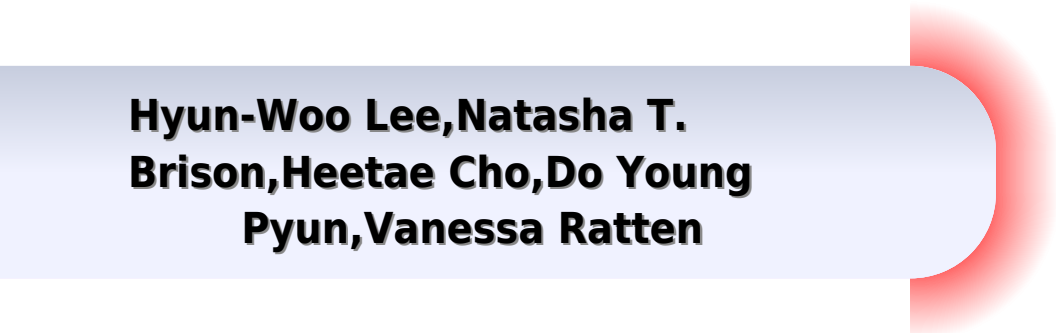


**Edited and Selected from the  
Inaugural Conference,  
November, 2003**

**BRENDA G. PITTS, EDITOR**

# Sharing Best Practices In Sport Marketing

**Hyun-Woo Lee, Natasha T.  
Brison, Heetae Cho, Do Young  
Pyun, Vanessa Ratten**



## Sharing Best Practices In Sport Marketing:

**Sharing Best Practices in Sport Marketing** Brenda G. Pitts, 2004 It is with tremendous pleasure that I share the enclosed contents drawn from more than eighty research presentations delivered at the Inaugural Sport Marketing Association Conference hosted by the University of Florida on 13 to 15 November 2003 Scholarly papers were presented on such subjects as corporate sponsorship sport consumer behaviour sport product branding and technology s role in the promotion and sales process all subjects of critical importance to those in pursuit of the best sport marketing practices From Richard Irwin s preface A Word From the President *Advanced Theory and Practice in Sport Marketing* Eric C. Schwarz, Jason D. Hunter, Alan LaFleur, 2013 Effective marketing is essential for any successful sport organization from elite professional sports teams to local amateur leagues Now in a fully revised and updated second edition *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level The book covers every key functional and theoretical area of sport marketing including marketing research information systems consumer behavior logistics retail management sales management e commerce promotions advertising sponsorship and international business This new edition includes expanded coverage of important contemporary issues including social responsibility and ethics social media and networking relationship and experience marketing recovery marketing and social marketing Every chapter contains extended cases and first hand accounts from experienced sport marketing professionals from around the world Following those cases are questions encouraging students and practitioners to apply their theoretical knowledge to real world situations and to develop their critical thinking skills while each chapter also includes helpful features such as definitions of key terms summaries and guides to further reading A companion website includes an impressive array of additional teaching and learning resources including a test bank of exam questions PowerPoint slides and extra case studies for lecturers and instructors and useful web links self test multiple choice questions and glossary flashcards for students *Advanced Theory and Practice in Sport Marketing* goes further than any other sport marketing text in preparing the student for the real world of sport marketing It is essential reading for any upper level undergraduate or postgraduate course in sport marketing or sport business and for anybody working in sport marketing looking to develop and extend their professional skills *Advanced Theory and Practice in Sport Marketing* Eric Schwarz, Jason Hunter, 2010-05-14 *Advanced Theory and Practice in Sport Marketing* is the first book to address this increasingly popular subject at an advanced level Where existing sport marketing texts restate concepts learned at an introductory marketing level this book goes beyond by expanding the knowledge of the student with advanced marketing theory which is specifically related to the crucial areas in sport marketing *Advanced Theory and Practice in Sport Marketing* is vital reading for any sport marketing student wishing to progress their knowledge and take their understanding of the industry to the next level *Sports Marketing* Michael J. Fetchko, Donald P. Roy, Vassilis Dalakas, 2024-01-31 Highly practical and engaging Sports Marketing

equips students with the skills techniques and tools they need to be successful marketers in any sporting environment The book blends relevant marketing theory focusing on industry specific terminology and practices with practitioner insights into current issues and future directions in the sports industry This anticipated third edition has been fully updated to incorporate a broad range of global and diverse perspectives from industry experts and international case studies throughout Contemporary topics within the sports industry have been expanded upon including esports social responsibility sustainability digital and social media and personal branding Popular You Make the Call cases insider and early career insights and review questions stimulate lively classroom discussion while chapter summaries and terms support further support learning Overall this exciting text will Increase students depth of knowledge about sports marketing Challenge students to apply concepts to real world situations Profile best practices of organizations and individuals within the sports industry as they relate to the book s content Equip students to position themselves to compete for entry level positions in sports business Provide faculty with a concise but thorough text that meets their needs Sports Marketing remains a core textbook for undergraduate and postgraduate students of sports marketing and management providing a firm grasp of the ins and outs of working in sports Additional online resources include PowerPoint slides for each chapter a test bank of questions and an instructor s manual

**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

Global Sport Marketing Michel Desbordes,André Richelieu,2012 Globalization has had a profound impact on the sports industry creating an international market in which sports teams leagues and players have become internationally recognized brands This important new study of contemporary sports marketing examines the opportunities and threats posed by a global sports market outlining the tools and strategies that marketers and managers can use to take advantage of those opportunities The book surveys current trends issues and best practice in international sport marketing providing a useful blend of contemporary theory and case studies from the Americas Europe and Asia It assesses the impact of globalization on teams leagues players sponsors and equipment manufacturers and highlights the central significance of culture on the development of effective marketing strategy Global Sport Marketing is key reading for any advanced student researcher or practitioner working in sport marketing or sport business

*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 S Guin 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

**Handbook of Research on the Impact of Fandom in Society and Consumerism** Wang, Cheng Lu, 2019-10-25 Fans of specific sports teams television series and video games to name a few often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person Due to their strong emotional attachments members of these fandoms are often quick to voluntarily invest their time money and energy into a related product or brand thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture The

Handbook of Research on the Impact of Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building Featuring coverage on a wide range of topics such as religiosity cosplay and event marketing this publication is ideally designed for marketers managers advertisers brand managers consumer behavior analysts product developers psychologists entertainment managers event coordinators political scientists anthropologists academicians researchers and students seeking current studies on the global impact of this particularly devoted community

*Managing Major Sports Events* Milena M. Parent, Sharon Smith-Swan, 2013 This text is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events from initial bid to post event legacy The book draws closely on the authors personal practical experiences of day to day management during the 2010 Winter Olympics in Vancouver

*Understanding American Sports* Gerald R. Gems, Gertrud Pfister, 2009-09-10 Since the nineteenth century the USA has served as an international model for business lifestyle and sporting success Yet whilst the language of sport seems to be universal American sports culture remains highly distinctive Why is this so How should we understand American sport What can we learn about America by analyzing its sports culture Understanding American Sports offers discussion and critical analysis of the everyday sporting and leisure activities of ordinary Americans as well as the big three football baseball basketball and elite sports heroes Throughout the book the development of American sport is linked to political social gender and economic issues as well as the orientations and cultures of the multilayered American society with its manifold regional ethnic social and gendered diversities Topics covered include American college sports the influence of immigrant populations the unique status of American football the emergence of women s sport in the USA With co authors from either side of the Atlantic Understanding American Sports uses both the outsider s perspective and that of the insider to explain American sports culture With its extensive use of examples and illustrations this is an engrossing and informative resource for all students of sports studies and American culture

**Sport Marketing** Windy Dees, Patrick Walsh, Chad D. McEvoy, Stephen McKelvey, 2025-09-15 Now in its sixth edition Sport Marketing has all the tools students need to step into the ever changing arena of sport marketing Industry examples and practical projects along with case studies and interviews from top sports executives make this text indispensable for aspiring sport marketers

Sport Marketing 4th Edition Mullin, Bernard J., Hardy, Stephen, Sutton, William, 2014-05-02 Sport Marketing Fourth Edition With Web Study Guide has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing This text maintains its position as the best selling and original text in the field continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study Using the new full color format and companion web study guide students will stay engaged as they explore how fans players coaches the media and companies interact to drive the sport industry

**Sport Business in Leading Economies** James J.

Zhang,Haiyan Huang,John Nauright,2017-12-04 From a renowned group of international scholars this new work examines how leading economic countries use sport business to drive and further economic development by raising brand awareness country as a brand transforming lagging communities and enhancing travel and tourism in the country     **Exploring the Rise of Fandom in Contemporary Consumer Culture** Lu Wang, Cheng,2017-10-31 Every company wants their business to have a strong loyal following but achieving this feat can be a challenge Examining the growth of fandom popularity in modern culture can provide insights into consumer trends and patterns Exploring the Rise of Fandom in Contemporary Consumer Culture is an innovative scholarly resource that offers an in depth discussion on the soaring popularity of fan communities and how these followers serve a larger purpose in a consumer driven society Highlighting applicable topics that include brand loyalty fan perceptions social media and virtual realities this publication is ideal for business managers academicians students professionals and researchers that are interested in learning more about how fan behavior can impact the economic environment     Global Sport Management Brenda G. Pitts,James J. Zhang,2016-12-08 The international nature of modern sport requires sport organizations to modify their management practices presenting both challenges and opportunities This volume brings together cutting edge research from leading sport management scholars around the world surveying a wide range of topics and issues facing the contemporary sport industry Including qualitative and quantitative studies the book explores key themes such as managing resources and organisational change marketing and promotion law and regulation sport for development and research protocols It represents an essential platform for the international exchange of ideas best practice and research in global sport management     Routledge Handbook of Sports Event Management Milena Parent,Jean-Loup Chappelet,2017-07-14 From the Olympic Games to community level competitions sports events can be complex and pose a particular set of managerial challenges The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale from small to mega events including one off and recurring events and single sport and multi sport events The book adopts a unique stakeholder perspective structured around the groups and individuals who have an interest in and co create sports events including organising committees promoters sport organisations spectators community groups sponsors host governments the media and NGOs Each chapter addresses a specific stakeholder defines that stakeholder and its relationships with sports events describes the managerial requirements for a successful event assesses current research and directions for future research and outlines the normative dimensions of stakeholder engagement such as sustainability and legacy No other book takes such a broad view of sports event management surveying key theory current research best practice and moral and ethical considerations in one volume With contributions from leading sport and event scholars from around the world the Routledge Handbook of Sports Event Management is essential reading for any advanced student researcher or professional with an interest in sport management sport development sport policy or events     Principles and Practice of Sport Management

with Navigate Advantage Access Lisa Pike Masteralexis, Mary Hums, 2023-06-15 Offering an overview of the sport industry and coverage of the foundational knowledge and skills required of the today s sport manager Principles and Practice of Sport Management is devoted to educating students on the various industry segments where they can focus their careers After detailing the history and various principles from management and marketing to finance legal and ethical the book delves into key sports management segments discussing the skills needed in those sectors the types of positions available and the current issues facing those sectors New chapter on eSports introduces students to this rapidly developing billion dollar industry which draws in gamers spectators teams leagues and sponsors increasingly in need of sport managers expertise Discussion on the impact of the COVID 19 pandemic on the sports industry An expanded look at emerging and innovative forms of sports media in the Sports Communications Chapter Revamped Ethics chapter that addresses newly emerging issues and how sports managers should address them Interactive case studies and chapter questions offer opportunities to apply concepts and principles Digital Student Workbook New digital workbook in the Navigate Advantage offers over 570 activities many of which are automatically graded for each chapter Navigate Advantage Access included with the printed text unlocks a comprehensive and interactive eBook a new digital workbook with 570 practice activities for each chapter assessments a full suite of instructor resources and learning analytics reporting tools Unparalleled instructor resources including test banks presentation slides answer keys to case study questions and more help facilitate class preparation Want to learn more about the 7th Edition In this wide ranging interview authors Lisa Pike Masteralexis and Mary A Hums talk about recent changes in the industry and discuss how those changes are reflected in their new edition Introductory sport management courses at the undergraduate level 2024 500 pages Where Sport Marketing Theory Meets Practice Brenda G. Pitts, 2005 As SMA President and host of SMA II the second annual SMA Conference it gives me great pride to share this book with members of the Association as well as an extended readership base The collection of outstanding papers contained within this manuscript is drawn from over one hundred and fifty academic presentations delivered during the three day conference held in Memphis Tennessee November 18 20 2004 attracting more than three hundred sport marketing scholars professionals and students From Richard Irwin s preface A Word From the President

**Handbook of Research on Sport and Business** S. Söderman, H. Dolles, 2013-01-01 S derman and Dolles have assembled an impressive array of researchers to address the nexus between sport and business In their rich collection of research on sport business theory and practice S derman and Dolles identify research themes from governance to branding from sport events to sport systems and from social media to fan identity and they specifically reflect on the application of major theoretical concepts and key research methods The authors aim is to advance sport business research through critical reflection on topic selection research design data analysis and interpretation Their unique approach encourages researchers from novice to experienced to embrace diverse theories and methods The Handbook is recommended reading for those



interested in advancing sport business research Graham Cuskelly Griffith University Australia This insight laden volume encompasses today s and tomorrow s research across the multifaceted landscape of the business side of sport from branding and sponsorship to media and technology from club management to governance It effectively encompasses both theory and practice Scholars students and practitioners will find this cogent collection of international consumer and business research knowledge and perspectives both informative and useful Stephen A Greyser Harvard Business School US This Handbook directly responds to the rapid professional commercial and international development of sport With its thoughtful structure comprehensive coverage of topics and renowned contributors it offers a thorough analysis on the management challenges in the field It also offers very valuable insights and guidance how the business of sport can be researched by students academics and practitioners around the world The book is simply a must read for anyone interested in the management aspects of sports Yoshiaki Takahashi Chuo University Tokyo Japan This Handbook draws together top international researchers and discusses the state of the art and the future direction of research at the nexus between sport and business It is heavily built upon choosing applying and evaluating appropriate quantitative as well as qualitative research methods for practical advice in sport and business research Topics covered for analysis include sports governance regulation and performance media and technology club management and team structure place time and spectators of sporting events and sport branding and sponsoring The Handbook covers research examples from elite sport to the amateur level and from different sports from cycling to cricket from ice hockey to motorsports and from football to skiing It will be read and used by academics and PhD students as well as sports practitioners looking for useful ways of expanding knowledge conducting research or searching for insights into the challenges of managing sport

**Adopting New Technologies in Sports Marketing** Hyun-Woo Lee,Natasha T. Brison,Heetae Cho,Do Young Pyun,Vanessa Ratten,2021-12-30

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