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— SECOND EDITION —



SECOND
EDITION



Brenda G. Pitts
- EDITOR -

Case Studies In Sport Marketing

Manfred Bruhn, Peter Rohlmann



Case Studies In Sport Marketing:

Case Studies in Sport Marketing Brenda G. Pitts, 1998 Cases in Sport Marketing Mark A. McDonald, George R. Milne, 1999 Cases in Sport Marketing simulates real life scenarios for sport marketers as exhibition games in the preseason simulate the regular season for professional athletes The text begins with four introductory chapters to explain the case study method and then dedicates the remaining fifteen chapters to fifteen sport marketing cases that cover a wide range of issues and sport industry segments By working through the cases students can examine an array of situations and gain experience grappling with actual problems faced by managers Each case presents the critical issues at hand possible alternatives for consideration and the criterion necessary to make an informed decision The final chapter provides an overview of the sport marketing field Case Studies in Sport Business Marketing Brenda G. Pitts, 2022 **Cases in Sports Marketing with Website** Todd Donovan, Brad Carlson, 2012-09 Several studies have examined the economic impacts of professional sports teams their stadium development and financial operations Fewer studies have attempted to balance the economic and social costs and benefits of professional sport accruing to the host community The purpose of this study was to describe the tourism relationships between a professional sport franchise and the host community **Research Methods and Design in Sport Management** Damon P. S. Andrew, Paul Mark Pedersen, Chad D. McEvoy, 2011 This text explains research design implementation analysis and assessment criteria with a focus on specific procedures unique to sport management *Sport Marketing* Bernard J. Mullin, Stephen Hardy, William A. Sutton, 2018-10-30 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 Heavily updated with more contributions from industry professionals and emphasis on social media platforms that have revolutionized the field in recent years this edition contains practical material that prepares students for careers in sport marketing It also includes these updates A web study guide featuring exclusive video interviews with industry professionals and accompanying activities that tie core concepts and strategies from the book into applied situations Instructor ancillaries enhanced by gradable chapter quizzes that can be used with learning management systems An attractive and engaging full color interior Chapter objectives opening scenarios engaging sidebars and photos throughout the text that guide students in grasping important concepts Wrap Up Activities and Your Marketing Plan sections at the end of each chapter that offer opportunities for self assessment and review The highly respected authors have long been recognized for their ability to define this exciting field combining academic study and current research with industry experience for an unmatched learning

experience for students preparing to enter the working world The content in this fourth edition of Sport Marketing has been reorganized to make it easier to use in the classroom Chapters 1 through 3 provide an overview of the field of sport marketing as an area of study and profession Chapters 4 and 5 teach students how to research and study the behaviors of sport consumers including an overview of marketing segmentation Chapters 6 through 13 provide extensive information on the nuts and bolts of the field including the five Ps of sport marketing and special sections on branding sales and service engagement and activation community relations and social media The final chapters explore legal issues integration and the future of sport marketing Instructors may also take advantage of the student web study guide and complete package of ancillaries to enhance learning and presentation of core concepts All materials including the web study guide instructor guide test package presentation package plus image bank and LMS compatible chapter quizzes are available online The world of sport marketing continues to evolve Sport Marketing Fourth Edition With Web Study Guide offers students a complete view of the expansive field of sport providing an understanding of the foundations of sport marketing and how to enhance the sport experience

International Cases in the Business of Sport, 2010-05-14 International Cases in the Business of Sport focuses specifically on the analysis of high profile cases studies within the management of sport businesses and offers an innovative teaching solution to a market that is often overlooked This book is a truly international text examining sports from a global perspective and including case studies on football rugby baseball athletics cricket motor sports and sailing Edited by two leading figures in the field the text provides a fantastic range of global sports cases authored by renowned experts in the field cutting edge analysis and comprehensive diagnosis of major international professional sport business cases a clear and structured presentation and examination of key issues within each case a strong blend of academic and practitioner analysis and commentary an informative and comprehensive resource for those seeking a better understanding of developments in commercial sport a companion website available for tutors using this text with further analysis more cases and extra questions and exercises The combination of academic theory and real world examples in the world of sport business make this is a vital book for students academics and those already working in the sports industry

Sports Marketing Matthew D. Shank, Mark R. Lyberger, 2021-11-29 Sports Marketing A Strategic Perspective is the most authoritative comprehensive and engaging introduction to sports marketing currently available It is the only introductory textbook on this subject to adopt a strategic approach explaining clearly how every element of the marketing process should be designed and managed from goal setting and planning to implementation and control Covering all the key topics in the sports marketing curriculum including consumer behavior market research promotions products pricing sponsorship business ethics technology and e marketing the book introduces core theory and concepts explains best practice and surveys the rapidly changing international sports business environment Chapters contain extensive real world case studies and biographies of key industry figures and challenging review exercises encourage the reader to reflect critically on their own

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Sport Marketing 4th Edition Mullin, Bernard J.,Hardy, Stephen,Sutton, William,2014-05-02

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Sports Marketing Manfred Bruhn,Peter Rohlmann,2022-09-24 This book provides the basic knowledge basics for professional sports marketing and gives suggestions for management practice In the course of social and economic development sports marketing has grown from rudimentary beginnings into a highly professional and complex discipline that not only affects those directly involved but has also involved other interest groups stakeholders who often pursue their own and not always compatible intentions and interests In addition megatrends such as digitalisation and globalisation have given new impetus to sports marketing just as sport itself has changed significantly in all its different manifestations and structures including professionals and amateurs sponsorship and organisation self determination and external determination The authors present the basic building blocks in sports marketing in a compact manner and outline framework conditions special features strategy development and the use of marketing instruments In this way they create knowledge and understanding for successful sports marketing in the future The content Sports marketing at the centre of different markets Basics of sports marketing Performance aspects in sports marketing Prices and contracts in sports marketing Communication issues in sports marketing Distribution channels in sports marketing Perspectives of sport opportunities and risks in sports marketing

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