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FUNDAMENTALS *of* SPORT
THIRD EDITION
MARKETING

BRENDA G. PITTS | DAVID K. STOTLAR

Fundamentals Of Sport Marketing Sport Management Library

Allan Hall, William Nichols



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Fundamentals of Sport Marketing Brenda G. Pitts, David Kent Stotlar, 2002 This Second Edition of Fundamentals of Sport Marketing covers the theories fundamentals and practical applications of marketing to sport business Like no other book in the field Fundamentals of Sport Marketing introduces students to the diversity of sport business not merely professional and collegiate sport but sport marketing research companies sponsorship management companies sport goods manufacturers and retailers sports television companies web sport enterprise and sport tourism companies Since the first edition was published students working in the industry report that they continue to use it and follow it as a handbook The updated revised and expanded chapters in the 2nd Edition include new content case studies and material on the innovations in the sport marketing industry such as marketing via the Internet alternative sports and the global sport marketplace

Sportmarketing Monika Oberndorfer, 2003-07-09 Inhaltsangabe Einleitung Sport fasziniert die Menschen bewegt sie und weckt Emotionen in ihnen Sport ist Gewinnen und Verlieren Tränen der Freude und der Frustration Gefühle werden freigesetzt Erinnerungen festgehalten Das Interesse sowohl an aktiver als auch an passiver Teilnahme am Sport ist ungebrochen Doch was verbirgt sich hinter dem Sport Nicht nur Schweiß Ehrgeiz etc sondern ein ganzer Wirtschaftszweig ist daraus entstanden In der folgenden Arbeit soll das Geschäft mit dem Sport insbesondere durch Sponsoring Merchandising und Licensing zunächst theoretisch dargestellt werden und danach an Beispielen belegt werden Probleme die sich dabei ergeben können werden gesondert in einem Kapitel dargestellt Ideen und Schlussfolgerungen bilden den Abschluss dieser Arbeit Dem Leser soll anhand dieser Lektüre verdeutlicht werden wieviele Menschen mit dem Sport ohne ihn aktiv auszuüben ihr tägliches Brot verdienen wieviele Millionen an Wertschöpfung durch den Sport kreiert werden und wie sich die Zusammenhänge zwischen den einzelnen Wirtschaftssubjekten und dem Sport darstellen lassen Sport ist zu einem wichtigen Faktor in der Gesellschaft aber auch in der Wirtschaft geworden Inhaltsverzeichnis Inhaltsverzeichnis InhaltsverzeichnisI AbbildungsverzeichnisIV AbstractVI AbkürzungsverzeichnisVII DanksagungVIII 1 Einleitung1 1 1Problemstellung1 1 2Zielsetzung und Aufbau der Arbeit2 2 Sportmarketing4 2 1Geschichte4 2 2Sponsoring9 2 2 1Definition des Begriffs9 2 2 2Stellung des Sponsorings als Instrument der Werbung11 2 2 3Beweggründe für den Sponsor14 2 2 4Auswirkungen auf den Gesponserten16 2 2 5Arten des Sponsorings17 2 2 5 1Physische Erscheinungsformen17 2 2 5 2Programmsponsoring23 2 2 5 3Veranstaltungssponsoring25 2 2 5 4Vereinssponsoring26 2 2 5 5Personensponsoring29 2 2 6Phasen des Sponsorings32 2 2 6 1Planung und Konzeption32 2 2 6 2Organisation und Realisation32 2 2 6 3Kontrolle und Revision33 2 2 7Sportvermarktungsagenturen34 2 2 8Die Rolle der Medien36 2 3Merchandising und Licensing39 2 3 1Geschichte39 2 3 2Definition Merchandising39 2 3 3Definition Licensing40 2 3 4Abgrenzung zwischen Merchandising und Licensing42 2 3 5Bestandteile des Lizenzvertrags43 2 3 6Erscheinungsformen des Licensing44 2 3 7Die Ziele der Beteiligten46 2 3 7 1Der Lizenzgeber46 2 3 7 2Der Lizenznehmer46 2 3 7 3Die Lizenzagentur47 2 4TV Lizenzen48 2 4 1Allgemeine Entwicklung der

TV Lizenzen 48 2 4 2 Arten Economics of Sport Mark J. Eschenfelder, Ming Li, 2007 Written for students with some exposure to economics concepts and analysis this book defines the sport industry and reviews economic concepts before examining in detail such central issues as benefits and costs the theory of the firm profit maximisation as a major motivator and alternative motivators in non profit organisations Sport Management Field Experiences Jacquelyn Cuneen, M. Joy Sidwell, 1994 Provides answers to the questions most frequently asked by sport management students and their families as they begin to prepare for careers in the sport industry An introduction to the purposes of field experiences and internships this book offers useful information on site search methods credentials preparation interviewing and more **Fundamentals of Sport Management** Robert E. Baker, Craig Esherick, 2013-02-04 Fundamentals of Sport Management presents foundational knowledge of sport management and what sport managers do to help readers prepare for advanced study or practice in the field An excellent reference for students or professionals Fundamentals of Sport Management offers insights into the exciting field the impact of the sport industry and the possibilities for employment in sport Written by an author team with experience in both the academic world and sport industry Fundamentals of Sport Management combines introductory concepts with practical information in sport management The text begins with a discussion of the origins and development of the field professional associations essential components of professional preparation and potential paths to employment The various chapters in the text cover everything from managerial principles and sport policy to marketing economics and ethics in sport By presenting an overview of the areas involved in sport management the text allows readers to focus their efforts to prepare for further study research and career opportunities Throughout the text unique learning features keep readers engaged with the content and focused on key information Chapter objectives and opening scenarios introduce important concepts in each chapter Management Insights explain the background of relevant sport management issues Quick Facts highlight surprising facts about sport management International Application sidebars detail the global significance of and global applications for sport business Success Story segments profile individuals working in sport management Quotes offer meaningful insights from experts in the field The Short of It sections present summaries at the end of each chapter Appendixes include a list of online and print resources for further study as well as tips on applying the principles of sport management to various positions in the sport industry These features and resources will help build enthusiasm among readers and open their eyes to the opportunities in the field Concise informative and practical Fundamentals of Sport Management addresses the academic foundations of the field for a broad audience while providing real world examples of sport management This resource is ideal for those engaging in the field of study for the first time such as high school and undergraduate students or those seeking an overview of the career options available in sport management such as professionals exploring a career change For practitioners Fundamentals of Sport Management makes a quick reference for basic information on a range of areas in sport management This text is part of Human Kinetics Fundamentals of

Sport and Exercise Science series The series helps students and professionals understand the basic topics goals and applications of the many subdisciplines in kinesiology This and other books in the series provide a solid grounding that readers can use as a jumping off point for further study

Sports Donald L. Deardorff, 2000-09-30 This guide to the available literature on sports in American culture during the last two decades of the 20th century is a companion to Jack Higgs Sports A Reference Guide Greenwood 1982 The types of individual or team sports included in this volume include those that are viewed as physical contests engaged in for physical emotional spiritual or psychological fulfillment With a focus on books alone chapters review the available literature regarding sports and each concludes with a bibliography Academic journals likely to contain articles on the topics discussed are listed at the end of each chapter Twelve chapters discuss sports and American history business and law education ethnicity and race gender literature philosophy and religion popular culture psychology science and technology sociology and world history This reference and guide to further research will appeal to scholars of popular culture and sports An index and two appendixes are included one listing important dates in American sports from 1980 through 2000 and one listing sports halls of fame museums periodicals and websites

When Sport Meets Business Ulrik Wagner, Rasmus K. Storm, Klaus Nielsen, 2016-10-19 Written by European professors and focusing on the specificities of European sport *When Sport Meets Business* analyses the growing commercialisation of professional sport in recent years and explains how it has developed into a major global industry Structured into four sections the book covers the key issues in the Business of professional sport The New Sport Environment Analysing the consequences of increasing commercialisation by looking at the multi billion dollar sports goods industry the effects of globalisation and how commercial influences have made running one of Europe's most popular sports Sport Marketing and Media Investigating the role media and marketing has in commercialisation with emphasis on the growth of sponsorship media rights in European club football and the growing influence of social media in sport Sport and Finance Relating to the economics of European sport there is an investigation into the financial policies employed by European Football clubs specifically in regards to the Financial Fair Play regulations and the topical issue of high level corruption Sporting Events Looking at additional factors that affect professional sport highlighting the impact an Olympic Games can have on a host city and the longevity of an Olympic urban legacy The authors have included insightful case studies from across the continent including anti RB Leipzig media campaigns in Germany financial policies at England's Chelsea FC French Tennis Federation corporate responsibility Media rights in Spain's LaLiga the sponsorship viability for Ukraine's Klitschko brothers and the case of Denmark's Viborg FF Suitable for undergraduate and postgraduate students in sport related courses including sport management sport economics sport marketing and the sociology of sport

Ethics in Sport Management Joy Theresa DeSensi, Danny Rosenberg, 1996 Manuel couvrant les concepts de morale et d'éthique dans l'administration et l'organisation du sport principes d'éthique personnelle et professionnelle responsabilités sociales et code d'éthique aspects moraux dans les

fonctions du manager du sport Exemples et cas objectifs et r sum s par chapitre Destin aux tudians et aux professionnels

International Journal of Sport Finance ,2007 *Ethics and Morality in Sport Management* Joy Theresa DeSensi,Danny Rosenberg,2003 This book represents a landmark effort to bring into focus the moral and ethical issues associated with the management of sport and sport organisations Within a sport context Joy DeSensi and Danny Rosenberg have critically examined a view shared by virtually all business managers and scholars that ethics and morality in management is not only good for all concerned but a necessity in terms of the bottom line

Media Relations in Sport Allan Hall,William Nichols,2007 Provides a framework for understanding the connection between the informational and commercial sides of sports information management Part I addresses the working relationships between journalists and sport organisations as they have evolved over the years Part II defines the various roles of sports information specialists along with their duties in disseminating information It provides practical guidelines on everything from writing press releases to preparing media guides to organising events such as news conferences and media days Part III addresses the responsibilities of sports information professionals How to organise and manage game coverage what to do to promote special events ranging from awards banquets to tournaments and how to develop publicity campaigns Part IV confronts the ethics of these formalised working relationships and the ideology they perpetuate Media Relations in Sport is for students in sport management as well as students in journalism public relations or communications Each chapter contains a glossary of terms discussion questions suggested exercises role playing activities and extensive notes

Financing Sport Dennis Ramsay Howard,John L. Crompton,1995 Ouvrage didactique et complet sur les techniques et strat gies d acquisition de fonds pour le sport travers des cas et exemples Ressources du secteur public ressources internes et externes Sensibilit am ricaine

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 managament

Spor Endüstrisinde Yönetim Ozan KARAKUŞ,2023-06-22 Spor end strisi h zla b y yen bir sekt r olup yeni teknolojilerin deste i ve geni leyen i imkanlar ile daha verimli bir seviyeye eri mektedir Y neticilerin vizyonlar ve uygulad klar y netim modelleri stratejik kararlar n al nmas ndan kaynak y netimine kadar bir ok alanda etkili olmaktadır Spor y netimi s recinde sporun fiziksel k lt rel ekonomik ve teknolojik geli imini desteklemek i in e itli politikalar ve stratejilerin uygulanmas ve y netim bi imlerinin uluslararası kabul g rm d zeydeki kurallar er evesinde ger ekle tirilmesi nemlidir Bu vizyon t m toplumlar n ve k lt rlerin spor aktivitelerini desteklemelerine ve geli tirmelerine katkıda bulunacaktır Spor end strisi y netimi sadece ba ar l bir i letme y netimi de il ayn zamanda sporun toplum zerindeki etkisini maksimize etme potansiyeline sahip bir aland r Bu kitap spor end strisinin y netimi konusunda sa lam bir temel olu turmay ama lamaktadır

Sporda Yeni Akademik Çalışmalar - 3 Mehmet ILKIM,Faruk AKÇINAR,2019-07-13 Fundamentals of Sports Injury Management Marcia K. Anderson,2003 Completely revised Second Edition provides a foundation for the prevention recognition

assessment management disposition and rehabilitation of sports related injuries and illnesses as it integrates basic medical concepts with relevant scientific information This book speaks to students in coaching exercise science recreation and teacher education for learning what to do as the first on site respondent to a sports related injury Guidelines are provided to help identify common conditions initially cared for on site and when to know to refer an individual to advanced care The text contains major revisions and includes illustrations and additional tables Connection Website connection LWW com go andfund

Sport Governance in the Global Community James E. Thoma, Laurence Hilmond Chalip, 2003 Global International Multinational These are the words that describe and move business today Sport is no exception This text describes the international governance structures that shape sport throughout the world and explains the organisation and development internationally of both professional and amateur sport International trends in sport and the organisation of international sporting events are among the topics addressed

Contemporary Sport Marketing James J. Zhang, Brenda G. Pitts, 2017-02-17 The international nature of the sport industry requires a global approach to sport marketing practices Organisations need to develop a good understanding of the laws regulations values and norms of the countries and cultures in which they operate This book brings together world leading sport marketing scholars from 11 countries to address the most important global regional national and community marketing issues in sport today Presenting the latest cutting edge research from countries including India China the UK and the USA it includes case studies on successful marketing strategies in sports ranging from football and hockey to baseball and motor racing The book combines both qualitative and quantitative studies to explore key topics such as sport marketing in a globalized marketplace corporate social responsibility and sponsorship in sporting events the Olympic brand image and its values sport consumer behaviour and customer satisfaction new digital marketing channels Contemporary Sport Marketing Global perspectives is vital reading for all students and scholars of sport marketing sport business and sport management as well as for any professional working in the sport industry

Legal Aspects of Sport Entrepreneurship Dianne Boswell O'Brien, James O. Overby, 1997 The first textbook to address the basic principles of laws governing sport business activities in the United States this book has been field tested and refined in college classrooms where its case study approach enhances student teacher interaction Addressing such timely issues as disabilities women's rights and civil rights it is essential reading for anyone enrolled in a sport related program

Value co-creation in sport management Herbert Woratschek, Chris Horbel, Bastian Popp, 2017-10-02 This book offers new insights into value co creation in the context of sport management Based on recent developments in academia e g service dominant logic and empirical evidence it highlights the significance of customers and other firms and organisations service networks for the creation of high quality products and services Five articles shed more light on various aspects of value co creation including a sport value framework customer to customer value co creation platforms fan consumption communities value co destruction and coopetition strategies They also broaden our understanding of the

processes that lead to joint value creation by different parties In addition the authors present insights that can be helpful in practice and describe guidelines and strategies that are in line with the concept of value co creation In so doing this book helps to develop better theories and to provide guidance for sport managers for the design of value creation as a collaborative relational and dynamic process between multiple actors This book was published as a special issue of European Sport Management Quarterly

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