Title: Strategic sport marketing

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Summary: "Strategic Sport Marketing is a comprehensive text for sport management students as well as practising sport administrators. Integrating the unique product characteristics of sport with traditional marketing theory, it presents a strategic sport marketing model that recognises the diverse markets for sport: participants, sponsors, spectators at the event and lounge-room fans." "Case studies and sportviews selected from international sports and media illustrate the unique features of sport marketing. With detailed examples and step-by-step processes, Strategic Sport Marketing is a practical tool and theoretical guide to sport marketing internationally." "The second edition of this widely used text is fully revised and updated. It includes two new chapters: 'Customer satisfaction and service quality' by Linda van Leeuwen and 'Sport and the Internet' by Daniel Evans. There is also an increased focus on sponsorship and the role of services theory in the delivery of sport."

Contents:
1. An overview of sport marketing
2. The strategic sport-marketing planning process
3. Understanding the sport consumer
4. Market research: segmentation, target markets and positioning
5. The sport product
6. Pricing strategies
7. The place of the sport facility
8. Customer satisfaction and service quality
9. The sport promotion mix
10. Advertising
11. Sport and television
12. Sport and the Internet
13. How to attract and implement sponsorship
14. Measuring the effectiveness of sponsorship
15. Public relations
16. Promotional licensing
17. Coordinating and controlling marketing strategy.

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Integrating consumer interest in sports with traditional marketing theory, this book presents a strategic sports marketing model intended to meet diverse markets of participants, sponsors, and spectators. Detailed examples including case studies and opinion writings from international sports and media illustrate the unique features of sports marketing. Sports management students and sports administrators will benefit from the discussions of sponsorship and the role of services theory.