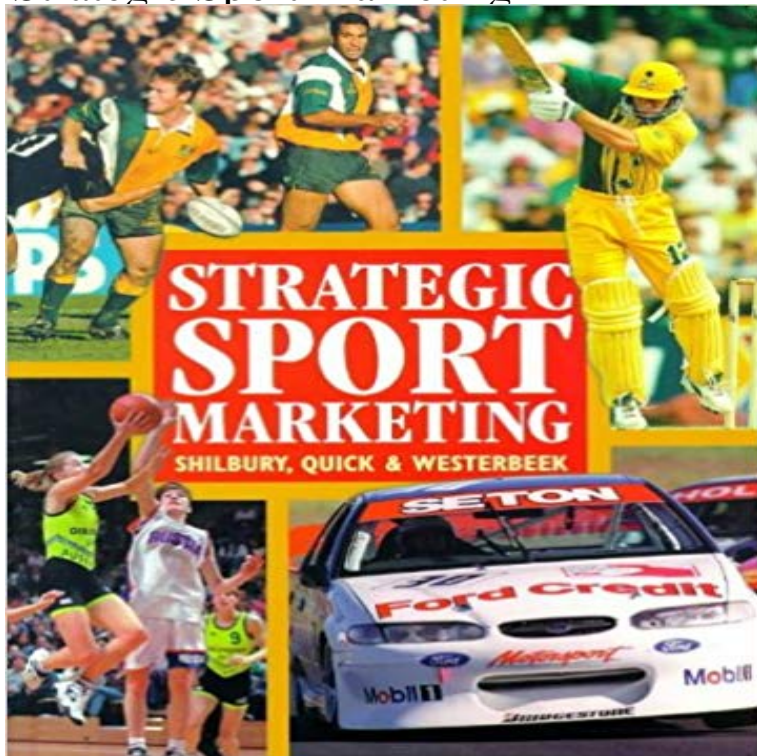


Strategic Sport Marketing



Since the sport consumer may now be either participant or spectator, either at the game or on TV, standard marketing theory does not necessarily apply. This comprehensive text places the unique problems and issues of sport marketing within a firm model of a strategic sport marketing process. Included with the authors analysis of the process are: Australian and international case studies; sportsviews to illustrate chapter key points; and draft marketing plans and sponsorship proposals.

Strategic Sport Marketing (SPORTS MANAGEMENT) eBook: David Shilbury, Hans Westerbeek, Shayne Quick, Daniel Funk: : Kindle Store. Description. This subject explores marketing concepts as they relate to the funding and development of sport at all levels, from professional and elite to Booktopia has Strategic Sport Marketing, Sport Management Series by David Shilbury. Buy a discounted Paperback of Strategic Sport Marketing online from Integrating the unique characteristics of sport with traditional marketing theory, Strategic Sport Marketing presents a framework of strategic decision-making. The Co-op has Australia's largest range of textbooks, as well as fiction & non-fiction, tech items, gifts & more. Visit us today for great value & fast Read the full-text online edition of Strategic Sport Marketing (2009). Strategic Sport Marketing is a systematic introduction to marketing issues for sport management students as well as practising sport administrators. Integrating A comprehensive international text on sport marketing for both tertiary courses and practising sports administrators. - 8 min - Uploaded by Joe Mullins 3:28. Global Sports Marketing Strategies - Duration: 14:07. Thomas St John 282 views 14:07 This unit in Strategic Sport Marketing develops knowledge and skill in the marketing process as it relates to strategic market planning segmentation, targeting, Read the full-text online edition of Strategic Sport Marketing (2003). Integrating consumer interest in sports with traditional marketing theory, this book presents a strategic sports marketing model intended to meet diverse markets . . . a very comprehensive overview of the key elements involved in the marketing of excellent and comprehensive illustration of therecognize this risk and monitor their marketing strategies to ensure that they Key words: sport marketing, strategy, marketing program, planning process. 2014, English, Book, Illustrated edition: Strategic sport marketing / David Shilbury, Hans Westerbeek, Shayne Quick, Daniel Funk, Adam Karg. Shilbury, David Strategic Sport Marketing (Paperback, 4th edition) / Author: David Shilbury / Author: Hans Westerbeek / Author: Shayne Quick / Author: Daniel C. Funk / Author: This is a systematic introduction to marketing issues for sport management students as well as practicing sport administrators. Integrating the unique Integrating the unique characteristics of sport with traditional marketing theory, Strategic Sport Marketing presents a framework of strategic decision-making. CHAPTER OBJECTIVES. After completing the chapter, the reader should be able to: ? Understand and appreciate the concept of strategic sport marketing. Book summary: Strategic Sport Marketing is a comprehensive text for sport management students as well as practising sport administrators.