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Sports Marketing: A Practical Approach

Larry DeGaris

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Any sports marketing student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognise solutions to real-world scenarios. Sports Marketing: A Practical Approach is the first textbook to offer a comprehensive, engaging and practice-focused bridge between academic theory and real-life, industry-based research and practice. Defining the primary role of the sports marketer as revenue generation, the book is structured around the three main channels through which this can be achieved — ticket sales, media and sponsorship — and explores key topics such as: Sports markets and business markets (b2b) Fan development Brand management Media audiences, rights and revenue Live sports events Sponsorship Merchandise and retail Integrating real industry-generated research into every chapter, the book also includes profiles of leading industry executives and guidance for developing and preparing for a career in sports marketing. It goes further than any other sports marketing textbook in surveying the international sports market, including international cases and detailed profiles of international consumer and business markets throughout. A companion website offers multiple choice questions for students, editable short

answer and essay questions, and lecture slides for instructors. No other textbook offers such a relevant, practice-focused overview of contemporary sports marketing. It is the ideal companion to any sports marketing course.

"Sports Marketing: A Practical Approach is extremely informative and interesting as it reflects on aspects of strategy, gate revenue, sport media, and sponsorship... Overall, this book is very practical and contains a wealth of insights... The book would be a valuable asset for students who plan to work in the sports industry and would be outstanding material for an undergraduate or graduate course in sport marketing or sport sponsorship." Wonyul Bae, Ithaca College, USA, International Journal of Sport Communication
About the Author
Larry DeGaris is a leading research consultant to the sponsorship and sports marketing industries, and Professor of Marketing at the University of Indianapolis, USA. He has personally conducted over one hundred research studies for sports organizations funded to well over \$3 million, and is a sought after expert for the media.