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Learn about the history of organized sport, social issues in sports, and understand the background context for the digital transformation happening in sports. Explore the elaborate marketing needs and digital innovations impacting events, teams, players, and endorsements.

### NYU Fundamentals of Global Sports Management - Yellowbrick

The Fundamentals of Sport Marketingtakes a current, vibrant, and exciting in-depth look at sport marketing trends today. Created from the insights of sport experts, this comprehensive text explores as many as six or more fresh concepts and topics surrounding sport marketing with reader-friendly examples specifically drawn from the world of sports.

### THE PRINCIPLES OF SPORT MARKETING

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.

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### Fundamentals of Sport Marketing 4th edition | Rent ...

Organizational Focus. Begin the development of a sports marketing plan by reminding yourself of your organization's mission statement. Marketing plans can get out of scope in a hurry without the right framework, and absent a clear sense of purpose from the outset, resources can be wasted on efforts that only tangentially relate to your core business efforts.

### How to Develop a Sports Marketing Plan for Contemporary ...

Primary Marketing Function Model for the Sport Industry -to provide "packaged" events for spectators at the venue or via mass media (Pacers) -provide facilities, equipment and programming to players(Fitness Clubs)

### Sport Marketing-Exam 1 Flashcards | Quizlet

ESM 3010 Sport and Entertainment Marketing (3 credits) Explores marketing principles and resources for sport and entertainment marketing. Includes how increasing attendance and revenue is achieved by developing an understanding of the how, who, what and where to market information. Prerequisite: MKT 2080

### Sport Management | Northwood University

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.

### Fundamentals of Sport Management - Human Kinetics Canada

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