



# 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.

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