

Sports Sponsorship and Marketing Communications

A European Perspective

Wim Lagae



Sports Sponsorship And Marketing Communications

**Sukki Yoon, Yung Kyun Choi, Charles R.
Taylor**



Sports Sponsorship And Marketing Communications:

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Sponsorship in Marketing T. Bettina Cornwell, 2014-07-17 Sponsorship of sports arts or events can be a powerful form of marketing communication for businesses and organizations This book introduces the fundamentals of sponsorship linked marketing helping the reader to understand how sponsorship can be planned executed and measured Drawing on original research and exploring key theory best practice and cutting edge issues this is also the only book to fully explain how the sponsor can implement successful sponsorship campaigns and achieve their communication objectives The book covers every important conceptual and functional area of sponsorship in marketing communications including audiences strategies and objectives leveraging and activation building sponsorship portfolios measurement and evaluation ambush marketing managing relationships internal audiences public policy and legal issues Every chapter includes case studies examples and data from real organizations business campaigns and events vividly illustrating the link between fundamental principles and effective practice No other book provides such a comprehensive evidence based introduction to sponsorship demonstrating how organizations can connect brands to real life This is essential reading for all students and practitioners working in sport marketing sport business events marketing arts administration business communication or marketing management

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Sports Sponsorship and Branding Ho Keat Leng, James J.

Zhang, 2023-12-22 This book takes a close look at branding and sponsorship in sport in the age of digital media It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies Featuring the work of leading international sport business researchers from four continents and twelve countries the book explores key contemporary topics including esports name and image likeness NIL rights viewer experience machine learning social media use by athletes sport migration and the impact of COVID 19 It presents cutting edge cases and new data across sports and events including the Olympics the NBA international football the rafting world championships and collegiate sports The book is an essential resource for advanced students researchers practitioners and policymakers working in sport business and management sport marketing digital marketing marketing communications or brand management **Sports Marketing**

and the Psychology of Marketing Communication Lynn R. Kahle, Chris Riley, 2004-04-12 This is a scholarly book on Sports Marketing and a book in the Advertising and Consumer Psychology Series sponsored by the Society of Consumer Psychology **Innovative Marketing Communications** Guy Masterman, Emma Wood, 2007-06-01 Innovative Marketing

Communications for Events Management provides students and event managers with a complete insight into the strategic and innovative marketing of events of all scales and nature The book builds a conceptual framework for the development planning implementation and evaluation of innovative communication strategies for the marketing of events and the effective use of events as an innovative communications method in general organizational marketing With a strong practical underpinning Innovative Marketing Communications for Events Management emphasises to event managers the importance of effectively integrating a range of tools and techniques to communicate the event and provides them with a better understanding of how a variety of private and public sector organisations can use events within their communication strategies A Reader in Marketing Communications Philip Kitchen, Patrick de Pelsmacker, Lynne Eagle, Don E.

Schultz, 2020-08-26 Combining seminal papers on marketing communications with incisive commentary and overviews from the editors case studies and student question and answer sections this text provides a uniquely global perspective on this topical subject It can be used as a supplement to textbooks on marketing communications or as an excellent stand alone text to give greater instruction and insight into key elements of the twenty first century promotional mix Providing a one stop reference for all those studying marketing communications this reader tackles the subject from an international perspective Each chapter is introduced by one of the four editors each editor being from a different core geographic area the USA the Pacific Rim mainland Europe and the UK At the end of each paper questions are posed to test the student readers

Academically rigorous this essential book contributed to by recognized experts will be a valuable reference for

undergraduates and graduates of marketing communications business and management *Sports Marketing* Larry

DeGaris, 2015-02-11 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

Marketing Communications John Egan, 2014-10-13 How many marketing messages do you think you see a day Why do some stick with us more than others Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs What do they say about the brand How will you communicate your own marketing messages just as successfully In this textbook John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy to read style Insight boxes provide insight into some of the latest industry practices and with engaging examples ranging from HSBC to James Bond to the Arab Spring and One Direction this textbook will not only provide you with a solid foundation for working in marcoms it will make your study fun along the way For those looking to get ahead of their classmates and other job candidates the textbook includes coverage of topical issues such as new technologies ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment There is also a companion website with additional study materials to help you go one further and stay ahead of the pack study.sagepub.com/egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as professional courses in Marketing

Marketing Communications 2007-2008 Graham Hughes, Chris Fill, 2007 This study text focuses on marketing communications It is part of a range of CIM study texts which carry the full recommendation of the CIM examiners

Routledge Handbook of Sports Marketing Simon Chadwick, Nicolas Chanavat, Michel Desbordes, 2015-12-22 Sports marketing has become a cornerstone of successful sports management and business driving growth in sport organisations and widening fan bases Showcasing the latest thinking and research in sports marketing from around the world the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting

discipline Featuring contributions from world leading scholars and practitioners from across the globe the book examines theories concepts issues and best practice across six thematic sections brands sponsorship ambush marketing fans and spectators media and ethics and development and examines key topics such as consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing sport management sport business sports administration or sport development and for all practitioners looking to develop their professional knowledge

Integrated Marketing Communications in Football

Argyro Elisavet Manoli,2022-07-01 This book takes an important step forward in showing how Integrated Marketing Communications IMC have been applied within the English Premier League EPL arguably the most commercialised and watched sport league in the world and how it can and should be utilised in the context of other sports properties Drawing on cutting edge empirical research the book offers a detailed view into the marketing communications practices of EPL clubs such as brand management and communications alignment the football clubs practitioners perspectives of IMC and the integration processes taking place within the clubs It examines the key marketing communications practices that strategic IMC entails including marketing strategies and goals cross functional communication external communication management and brand management and helps researchers and practitioners to understand how IMC can have the maximum positive impact on the brand of an organisation by managing their content channels stakeholders and results This book is fascinating reading for any researcher advanced student or practitioner with an interest in sport management the business of football sport marketing or innovative approaches to marketing and business communications in other commercial spheres

Sports Sponsorship and Branding Ho Keat Leng,James J. Zhang,2023-12-22 This book takes a close look at branding and sponsorship in sport in the age of digital media It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies Featuring the work of leading international sport business researchers from four continents and twelve countries the book explores key contemporary topics including esports name and image likeness NIL rights viewer experience machine learning social media use by athletes sport migration and the impact of COVID 19 It presents cutting edge cases and new data across sports and events including the Olympics the NBA international football the rafting world championships and collegiate sports The book is an essential resource for advanced students researchers practitioners and policymakers working in sport business and management sport marketing digital marketing marketing communications or brand management

Integrated Marketing Communications with Online

Study Tools 12 Months Bill Chitty,William Chitty,Edwina Luck,Nigel Barker,Anne-Marie Sassenberg,Terence A. Shimp,J. Craig Andrews,2017-11-16 Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 5th edition of Integrated Marketing Communications emphasises digital

and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and co ordinate all of a brand s marketing communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer s along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses Integrated Marketing Communications Philip J. Kitchen,Patrick de Pelsmacker,2004 This textbook is the first introductory primer on integrated marketing communications It combines theory and practice to show students of marketing how different aspects of integrated marketing communications IMC work together Setting the scene in which IMC has emerged the authors explain each component of the promotional mix and go on to explain the process of functional integration The text includes key case studies on companies including Proctor and Gamble NSPCC and Ardi illustrating the practical side of IMC in addition to an introduction to the main theories at work Including an additional Study Guide at the back this book will be a valuable resource for students of marketing and marketing communications

Creating Images and the Psychology of Marketing Communication Lynn R. Kahle,Chung-Hyun Kim,2006-08-15 The purpose of *Creating Images and the Psychology of Marketing Communication* is to advance the understanding of the concept of image as it is applied to various areas of interest It also serves to meet the growing interest in image related studies by the public and academics and provides an innovative and holistic approach to the study of image The text reflects the importance of brand leveraging as the sections cover in depth discussion on cross country and tourism images corporate and sponsorship images individual and celebrity images and cultural and social images It provides a comprehensive and holistic look at the concept of image the topics range from theories of image creative to other image studies on a country corporate and individual level The sections cover the major topics currently being debated in image marketing and the psychology of communications Several new and innovative concepts are also introduced in the book *Creating Images and the Psychology of Marketing Communication* is intended for academics and scholars including students in the interdisciplinary fields of consumer psychology marketing and communication Leveraged Marketing Communications Sukki Yoon,Yung Kyun Choi,Charles R. Taylor,2021-05-30 This comprehensive book features recent works on leveraged marketing communications LMC an intentional pairing of a brand to benefit from the associations the target audience has with the object LMC conceptually binds a wide range of marketing communication strategies previously studied in isolation celebrity endorsements sponsorship product placements cause related marketing and cobranding LMC strategies assume that an

entity e g Michael Jordan can be paired with a brand e g Nike to evoke associations that ultimately enhance brand awareness and evaluations The collection of chapters in this book examines the association between brands and entities ideas and contexts and combines theory and practice to offer new perspectives to help academics practitioners and policymakers better understand and apply LMC research The chapters collectively provide a theoretical framework for building brand equity via linking brands to people places and things examine how marketers can best leverage brand alliances explore ways to maximize the effectiveness of sponsorship product placement corporate social responsibility CSR and cause related marketing and summarize our knowledge of the various forms of LMC The chapters in this book were originally published in the International Journal of Advertising

Sport, Sponsorship and Public Health Robin Ireland, 2023-03-22 This book examines the development of sport sponsorship and its impact on global public health It argues that sport governing bodies should not continue to treat fans solely as consumers and that a more ethical approach should be taken to sport sponsorship Drawing on research from sport studies marketing and public health the book presents a brief history of advertising and marketing in sport including the importance of tobacco in the development of sport sponsorship before exploring key aspects of the contemporary relationship between sport and corporate sponsors including mega events digital technologies and brand engagement It offers an in depth case study of sponsorship in the English Premier League one of the world s most successful sporting properties before considering how sport might be better regulated now and in the future to better protect the interests of fans and other stakeholders from a health perspective The book features a number of insightful images showcasing sport sponsorship in connection with tobacco mega events alcohol junk food and drink and gambling over the years Addressing a topical and hugely important issue this is important reading for students researchers practitioners and policy makers with an interest in sport business and management the ethics of sport physical activity and health event studies marketing or public health

Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations Dos Santos, Manuel Alonso, 2019-01-25 As with any business economic financial and marketing management for sports organizations is critical for attracting retaining and engaging fans Unlike typical businesses the sports industry is inconsistent highly emotional with a strong personal nature and operates in various markets where organizations compete and cooperate at the same time Thus traditional management techniques are not always appropriate for these organizations Integrated Marketing Communications Strategies and Tactical Operations in Sports Organizations provides expert insight into the latest trends strategies and tactics that can be used in the sports industry to build foundations for successful commercialization The content within this publication covers city marketing social media interactions and atmospheric influence and is designed for managers marketers business and industry professionals stakeholders academicians researchers and students

Sport Marketing Paul Blakey, 2011-05-05 This is a highly accessible text that provides detailed coverage of the key concepts ideas principles and techniques of sport marketing It combines clear

and concise explanations with applied case studies supported by clear objectives learning activities and points for reflection UK based examples are used throughout and the book successfully combines both theory and practice The field of sport marketing is an exciting and fast moving part of the sports industry that presents new challenges requiring innovative and effective solutions Engagement with sport marketing therefore equips students with valuable transferable skills necessary for all sport managers of the future

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