

A Psychology Press Book

Sports Marketing and the Psychology of Marketing Communication



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Lynn R. Kahle · Chris Riley

Sports Marketing And The Psychology Of Marketing Communication Advertising Consumer Psychology

Tobias Duffner



Sports Marketing And The Psychology Of Marketing Communication Advertising Consumer Psychology:

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 **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 **Consumer Behavior**

Knowledge for Effective Sports and Event Marketing Lynn R. Kahle,Angeline G. Close,2011-01-07 The growing complexity and importance of sports and event marketing has pushed scholars and practitioners to apply sophisticated marketing thinking and applications to these topics This book deals with the professional development in the sense that sports marketing can be viewed as an application of consumer behavior research Readers will learn about new opportunities in using consumer behavior knowledge effectively in the areas of influencing behaviors in society and sports building relationships with consumers through sports and events and providing services to consumers through sport and event sponsorships This book by a superb group of authors includes comprehensive reviews innovative conceptual pieces empirical research and rigorous attention to data [Handbook of Sports and Media](#) Arthur A. Raney,Jennings Bryant,2009-03-04 This

distinctive Handbook covers the breadth of sports and media scholarship Organized into historical institutional spectator and critical studies perspectives this volume brings together the work of many researchers defining the full scope of the subject area including the development of sports media production coverage and economics of sports media sports media audiences sports promotion and race and gender issues in sports and media **Communicating Sustainability for the Green**

Economy Lynn R Kahle,Eda Gurel-Atay,2015-01-28 With chapters written by experts in their field this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability Some experts predict that the next big trend in business will involve the green economy Yet communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing

communication In many ways the concept of sustainability challenges the core ideals of promoting consumption Accordingly this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers The book includes topics such corporate advertising strategy related to sustainability corporate social responsibility advertising greenwashing advertising related to values persuasion and persuasion knowledge in sustainability marketing social media and sustainability and advertising and public policy

Routledge Handbook of Sport Management Leigh Robinson, Packianathan Chelladurai, Guillaume Bodet, Paul Downward, 2013-03-01 The Routledge Handbook of Sport Management is the most up to date and comprehensive guide to theory and practice in sport management ever published It provides students and scholars with a broad ranging survey of current thinking in contemporary sport management exploring best practice in core functional areas and identifying important future directions for new research Key topics covered in the book include managing performance marketing human resource management the economics and finance of sport strategy managing change governance of sports organizations customer relations branding and retail With contributions from leading scholars and professionals from around the world the book illustrates the global nature of contemporary sport business and highlights the opportunities and challenges for managers operating in an international market place Representing a definitive survey of contemporary issues in sport management this is an essential reference for all students scholars and practitioners working in sport

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 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

Strategies in Sports Marketing: Technologies and Emerging Trends Dos Santos, Manuel
Alonso,2014-04-30 The application of marketing concepts to sports products and services is vital to the success of the industry When appealing to the target audience of an event it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies Strategies in Sports Marketing Technologies and Emerging Trends provides relevant information on the marketing strategies and marketing trends of sporting events by highlighting the plans and tactical operations that sports organizations conduct when integrating marketing strategies This publication is a comprehensive reference source for students researchers academicians professionals and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting events

Emerging Trends and Innovation in Sports Marketing and Management in Asia Leng, Ho Keat,2015-01-31 Once only associated with North America and Europe formal athletic events are now becoming more prevalent in Asia as well With the expansion of this industry there is a need for efficient and strategic advertising to promote competitions events and teams Emerging Trends and Innovation in Sports Marketing and Management in Asia brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry This publication is an essential reference source for academicians researchers industry practitioners and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia

Consumer Behaviour International Edition 1/e David Mothersbaugh,Susan Bardi Kleiser,Wendy Hein,Yusuf Oc,2023-09-01 Consumer Behavior Building Marketing Strategy International Edition builds on theory to provide students with a usable strategic understanding of consumer behaviour that acknowledges recent changes in internet mobile and social media marketing ethnic subcultures internal and external influences global marketing environments and other emerging trends Updated with strategy based examples from an author team with a deep understanding of each principle s business applications the international edition contains current and classic examples of both text and visual advertisements throughout to engage students and bring the material to life and four chapters written specifically to focus on the European context Topics such as ethics and social issues in marketing as well as consumer insights are integrated throughout the text

and cases **Brick & Mortar Shopping in the 21st Century** Tina Lowrey,2007-10 traditional retail discussion from a 21st Century perspective Leveraging Brands in Sport Business Mark P. Pritchard,Jeffrey L. Stinson,2013-08-15 This edited text compiles advanced material relating to strategy and marketing in the field of sports business Featuring contributions from experts across the sports business field the book approaches strategy from the standpoint of managing and marketing a brand With integrated current day examples highlighting practices and issues as well as real world applied video cases this book is ideal for marketing students and sports business practitioners looking to gain strategic insights into the industry **British Qualifications 2016** Philip Kogan,2015-12-03 Now in its 46th edition British Qualifications is the definitive one volume guide to every qualification on offer in the United Kingdom With an equal focus on vocational studies this essential guide has full details of all institutions and organizations involved in the provision of further and higher education and is an essential reference source for careers advisors students and employers It also includes a comprehensive and up to date description of the structure of further and higher education in the UK The book includes information on awards provided by over 350 professional institutions and accrediting bodies details of academic universities and colleges and a full description of the current framework of academic and vocational education It is compiled and checked annually to ensure accuracy of information Research in Consumer Behavior Russell W. Belk,2010-12-06 Presents consumer research across both positivist and interpretivist methods This title deals with such topics as organic food consumption luxury goods consumption by Chinese consumers country of manufacture effects on product quality perceptions and the nature and effects of cool consumption **Consumer Social Values** Eda Gurel-Atay,Lynn R. Kahle,2019-04-30 Social values are central to people s lives guiding behaviors and judgments and defining who we are This book advances understanding of consumer social values and their roles in the global marketplace by refining and directing existing knowledge of consumer behaviors With a diverse set of contributors from different parts of the world this engaging collection provides a unique examination of social values through cross cultural research It incorporates input from researchers with varying academic backgrounds from marketing to psychology and philosophy and also focuses on a range of methodological approaches including surveys ethnography interviews semantic analysis and neuroscience The book introduces innovative concepts and provides comprehensive coverage of several specialized areas to offer an important contribution to values research and discussion Key topics include values and choice means end chains relations among goals motives religion and personality value measurement and values related to specific services and industries Consumer Social Values is an essential resource for scholars students and practitioners of consumer psychology and marketing communications **Sport Marketing 4th Edition** Mullin, Bernard J.,Hardy, Stephen,Sutton, William,2014-05-02 Sport Marketing Fourth Edition With Web Study Guide has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing This text maintains its position as the best selling and original text in the field continuing to direct students to a

better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study Using the new full color format and companion web study guide students will stay engaged as they explore how fans players coaches the media and companies interact to drive the sport industry **Handbook on the Economics of Professional Football** John Goddard,Peter Sloane,2014-11-28 In this comprehensive Handbook John Goddard and Peter Sloane present a collection of analytical contributions by internationally regarded scholars in the field which extensively examine the many economic challenges facing the world s most popular *Strategic Equity Partnerships in Professional Football* Tobias Duffner,2020-07-28 The study explores the underlying motives and processes why and how corporate sponsors and professional football clubs in Germany enter into an additional share deal given the contradictory nature of corporations monetary driven and football clubs maximising sporting success while operating in economic equilibrium This work aims to generate theory within the specific field of professional football and to provide recommendations for action

Contemporary Sport Management, 5E Pedersen, Paul M.,Thibault, Lucie,2014-06-18 Contemporary Sport Management Fifth provides students with an overview of sport management by presenting extensive discussions of the foundational aspects of the profession and current topics from the field The fifth edition continues to engage students with a full color format and an integrated web study guide The text also discusses the role of social media in revolutionizing the industry and the significance of sport as an international institution Students will learn the relevance of legal sociocultural historical political and psychological concepts to the management of sport the professional skills and attitudes of successful sport managers and ways in which the globalization of sport continues to affect sport management professions

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