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Chapter 7 addresses the broad array of sports products as delineated in the sports marketing environment matrix in Chapter 2. Chapter 8 focuses on distribution decisions germane to the three categories of sports products.

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patterns and implementing marketing programs related to the application of sport. 7. Conduct basic market research and develop a marketing plan. TEXTBOOKS Required: Sport Marketing: A Strategic Perspective, 5th Edition (2014). Shank & Lyberger Routledge. Recommended: Sports Economics, 3rd Edition (2010). Fort, R. D., Prentice Hall.

HHPS 420 Marketing for Sport and Recreation COURSE DESCRIPTION

Sport Marketing, Third Edition, the latest version of the leading sport marketing text, directs students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. The text has been thoroughly updated with a comprehensive ancillary package, new examples and perspectives from the field, and the latest information about marketing in the burgeoning sport industry.

Sport Marketing - Bernard James Mullin, Stephen Hardy

Over three decades, he has taught courses in sport marketing, athletic administration, and sport history, as well as a popular introduction to the sport industry. Besides Sport Marketing, his publications include How Boston Played (1982, 2003) and numerous articles, book chapters, and reviews in academic presses.

Sport Marketing - 3rd Edition / Edition 3 by Bernard

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