



introduction to **sport** **marketing**



Aaron C.T. Smith

Introduction to Sport Marketing

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Introduction to Sport Marketing

Aaron C.T. Smith



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Contents

<i>Series Editor</i>	<i>vii</i>
<i>List of figures</i>	<i>ix</i>
<i>List of tables</i>	<i>xi</i>
<i>Preface</i>	<i>xiii</i>
CHAPTER 1. Sport marketing introduction	1
CHAPTER 2. Sport markets	13
CHAPTER 3. Sport consumers	33
CHAPTER 4. Sport marketing opportunities	51
CHAPTER 5. Sport marketing strategy	81
CHAPTER 6. Sport products	103
CHAPTER 7. Sport pricing	127
CHAPTER 8. Sport distribution	151
CHAPTER 9. Sport promotion	169
CHAPTER 10. Sport sponsorship	191
CHAPTER 11. Sport services	231
CHAPTER 12. Sport marketing and the new media	257
CHAPTER 13. Sport marketing implementation and control	287
<i>Index</i>	<i>319</i>



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Series Editor

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List of figures

Figure 1.1	The Structure of Sport Marketing	7
Figure 1.2	The Sport Marketing Framework	9
Figure 2.1	Value Chain of the Sport Industry	15
Figure 4.1	Identify Sport Marketing Opportunities	53
Figure 4.2	External Environments of a Sport Organisation	57
Figure 4.3	The Macro External Environment	57
Figure 4.4	The Sport Industry (Micro) External Environment	61
Figure 4.5	Types of Competitors	62
Figure 4.6	Five Forces Driving Sport Industry Competition	64
Figure 4.7	Applications of Market Research	70
Figure 5.1	Develop a Sport Marketing Strategy	83
Figure 5.2	Develop Sport Marketing Positioning	87
Figure 5.3	Categories for Segmenting Sport Consumers	89
Figure 5.4	Sport Marketing Segmentation Approaches	93
Figure 6.1	Plan the Marketing Mix	105
Figure 6.2	The Sport Product Continuum	108
Figure 6.3	Key Variables of the Sport Product	110
Figure 6.4	Steps of New Product Development	112
Figure 6.5	Product Life Cycle Stages	114
Figure 6.6	Building a Sport Brand	120
Figure 7.1	The Sport Marketing Framework	128
Figure 7.2	The Strategic Pricing Process	131
Figure 7.3	Demand for a Product	134
Figure 7.4	Supply for a Product	135
Figure 7.5	Market Equilibrium	136
Figure 8.1	The Sport Marketing Framework	153
Figure 8.2	Direct Distribution Channel	155
Figure 8.3	Indirect Distribution Channel A	155
Figure 8.4	Indirect Distribution Channel B	155
Figure 9.1	The Sport Marketing Framework	171
Figure 9.2	Promotion Planning Process	180
Figure 9.3	The Hierarchy of Effects	182
Figure 10.1	The Sport Marketing Framework	193
Figure 10.2	Sponsorship Affinity	200
Figure 10.3	Sponsorship Evaluation	209
Figure 11.1	Sport Services and the Sport Marketing Framework	233
Figure 11.2	Sport Service Quality	240
Figure 11.3	Six-Step Process of CRM	244
Figure 12.1	New Media Sport Marketing	262
Figure 12.2	New Media Sport Marketing Process	273
Figure 12.3	New Media Sport Marketing Technologies	274

List of figures

Figure 13.1	The Sport Marketing Framework	289
Figure 13.2	Sport Marketing Implementation Tools	290
Figure 13.3	The Control Process	295



List of tables

Table 3.1	Sport Fan Categories	43
Table 4.1	SWOT Guidelines	56
Table 4.2	Dimensions of a Competitor Analysis	63
Table 4.3	Product-Market Expansion Grid	75
Table 5.1	The Four Main Categories of Sport Marketing Objectives	84
Table 5.2	Examples of Performance Measures	86
Table 5.3	Segmentation Examples	91
Table 5.4	Positioning Tactics	97
Table 5.5	Marketing Mix Composition	98
Table 6.1	Marketing Strategies at Each Stage of the Product Life Cycle	116
Table 6.2	Image Variables and the Marketing Mix	120
Table 6.3	Five Elements of Sport Service Quality	121
Table 6.4	Eight Elements of Sporting Goods Quality	122
Table 6.5	Licensing Sport Brands	123
Table 7.1	Summary of Pricing Tactics	145
Table 8.1	Types of Sport Retailers	157
Table 8.2	Distribution Issues for Sporting Products	157
Table 8.3	Features and Characteristics of Sport Facilities	160
Table 9.1	Promotional Techniques	175
Table 9.2	Promotional Goals	179
Table 10.1	Major Sponsorship Objectives for Sponsors	196
Table 10.2	Major Sponsorship Objectives for Sport Properties	198
Table 10.3	Key Sections of Sponsorship Proposal	202
Table 10.4	Sport Sponsorship Rights	204
Table 10.5	Examples of Performance Measures	210
Table 10.6	Evaluation Tools	211
Table 10.7	Measuring Media Exposure	213
Table 10.8	Measuring Consumer Awareness	215
Table 10.9	Measuring Consumer Attitudes	215
Table 10.10	Measuring Sales Effects	218
Table 11.1	Five Elements of Sport Service Quality	239
Table 11.2	Five States of Satisfaction	247
Table 12.1	Manovich's Five Standards of New Media	258
Table 12.2	Components of Viral Marketing	266
Table 12.3	Summary of New Media Sport Marketing Principles	272
Table 13.1	Performance Measures and Required Information	296
Table 13.2	Professional Code of Conduct for Sport Marketers	299

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Preface

Many millions of people around the globe are employed in sport organisations in areas as diverse as event management, broadcasting, venue management, marketing, professional sport and coaching, as well as in allied industries such as sporting equipment manufacturing, sporting footwear and apparel, and retail. At the elite level, sport has moved from being an amateur pastime to a significant industry. The growth and professionalisation of sport has driven changes in the consumption and production of sport and in the management of sporting organisations at all levels of sport. Managing sport organisations at the start of the 21st century involves the application of techniques and strategies evident in the majority of modern business, government and non-profit organisations.

The **Sport Management Series** provides a superb range of texts for the common subjects in sport business and management courses. It provides essential resources for academics, students and managers, and is international in scope. Supported by excellent case studies, useful study questions, further reading lists, lists of websites, and supplementary online materials such as case study questions and PowerPoint slides, the series represents a consistent, planned and targeted approach which:

- Provides a high-quality, accessible and affordable portfolio of titles which match management development needs through various stages
- Prioritises the publication of texts where there are current gaps in the market, or where current provision is unsatisfactory
- Develops a portfolio of both practical and stimulating texts in all areas of sport management

The **Sport Management Series** is the first of its kind, and as such is recognised as being of consistent high quality and will quickly become the series of first choice for academics, students and managers.

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1



Sport marketing introduction

Overview

The principles and tools of sport marketing represent the essential knowledge sport managers require in order to position their sport, association, club, team, player, code or event in the highly competitive sport market. This chapter explains the principles and tools of marketing sport organisations (professional and amateur), sport leagues and codes, players/athletes, sporting equipment and merchandise, and sport events. The purpose of this chapter is to introduce the core philosophy and process of sport marketing. It will introduce some basic marketing concepts, and will outline the Sport Marketing Framework that will be used as the guiding structure for this text.

At the end of this chapter, readers should be able to:

- Explain what the terms marketing and sport marketing mean.
- Describe how sport marketing can be represented by a philosophy, a process, a set of principles, and a suite of tools.
- Identify the two different angles of sport marketing.
- Understand the relationship between the philosophy, processes, principles, and tools of sport marketing.
- Identify the components of the Sport Marketing Framework.