

Sports Marketing - A Strategic Perspective

Sports industry has experienced tremendous growth in the last decade. The amount of money involved in games like Cricket, Tennis, Soccer, Boxing and lot of other games through television rights, endorsements, sponsors, tickets etc. The expansion of the sports industry has triggered a number of outcomes. More sports related jobs are being created and more students are interested in careers in the sports industry. One of the functional areas of sports administration that is synonymous with the sports industry is sports marketing.

Various programmes and courses in sports marketing are emerging and surprisingly not many books on this topic have been written. The book on sports marketing by Mathew D Shank, Professor of marketing at Northern Kentucky University is a welcome addition. The book intended to cover a frame work of the strategic marketing process that can be applied in the sports industry, current research in the area of sports marketing, different aspects of sports marketing at all levels and theories of marketing which can be applied to sports marketing.

The book is organized into four inter related parts. Each part represents an important component in the strategic sports marketing process.

Part 1: Covers contingency frame work for strategic sports marketing and illustrated the breadth of the field. In addition a look has been made on sports products and sports marketing mix. This part also highlights the planning, implementation and control phases of the strategic sports marketing process. Internal contingencies such as sports organizations mission and culture are considered, as external contingencies such as competition, the economy and technology.

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Part 2 : Deals with planning for marketing selection decisions through overview of tools used to understand sports consumers both participants and spectators. Each step in the marketing research process is discussed, illustrating how information can be gathered to aid in strategic decision making. In this part the psychology of participants and spectators which influence their decisions to participate in sports. This part also explores the market selection decisions of segmentation, targeting and positioning in the context of sports.

The third part explains the sports marketing mix, like sports products issues such as brand loyalty, licensing and new product development. It also gives detailed description of the promotion mix elements of advertising, public relations, personal selling and sales promotion. There are discussions on sports sponsorship, sports retailing, and the stadium on place and sports in media as a type of distribution channel. The pricing and pricing strategies have also been explained.

The last part is devoted to implementation and controlling the strategic sports marketing process through communication, motivation and budgeting. Besides, sports marketing evaluation and monitoring during implementation of strategic plan, have also been discussed.

The book also covers upto date coverage of research in the field of sports, case studies to illustrate core concepts of marketing used, advertisements and photos to illustrate core concept of sports marketing, experimental exercises and sports related glossary.

The book, written by Mathew D Shank has been published by Prentice-Hall, international.