

Team Sports Marketing

Kirk Wakeland

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#1930491 in eBooks 2007-02-07 2007-02-07File Name: B00VX8X99C | File size: 65.Mb

Kirk Wakeland : Team Sports Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Team Sports Marketing:

0 of 0 people found the following review helpful. The best book on team sports marketingBy StellagirlExceptionally well-written, comprehensive guide to team sports marketing. The author blends classical marketing (identify your target market) with insights unique to the industry (Moms decide where families go on outings, so if you're targeting families, make sure your venue appeals to Mom).Every sports team marketer should read this book!0 of 0 people found the following review helpful. Great Book....Well ResarchedBy Daniel BettinThis book is a top-notch resouces for anyone wanting to get a job in the world of sports. Dr. Wakefield is a professor at Baylor University and (along

with Dr. Darryl Lehnus) created the Sports Sponsorship and Sales major. Sports teams around the league are finding this exciting major produces highly qualified sales and marketing students trained specifically for jobs within their organizations. This book is one of the many resources students are required to read as part of the unique curriculum.

Some might argue that sports marketing is a mere subfield of marketing, meaning that there are theoretical and practical dimensions that apply only to sports marketing and are only of interest to those involved in sports. In *Team Sports Marketing*, author Kirk Wakefield dispels this argument by demonstrating that effective sports marketing epitomizes the science and art of marketing across any context. At the core of sports marketing is the creation and enhancement of fan identification, where consumers are not just loyal customers, but have become brand fanatics. *Team Sports Marketing* shows that while many aspects of sports marketing are thought to be unique to the field, other product and service sectors would do well to learn from teams in the NFL, NBA, MLB, and NHL that have transformed customers into fans. Moving beyond principles of marketing, *Team Sports Marketing* is packed with examples of best practices and covering subjects as diverse as sponsorships, season ticket sales, venue management and all topics in between. *Team Sports Marketing* is a must read text for students and managers in professional and collegiate sports. Support materials for professors and students are available at www.teamsportsmarketing.com.

"Kirk's firsthand experience in working with teams and sponsors has given him an insight into what makes a successful sports marketing partnership, and that experience and insight is on full display in this book."-- John Vidalin, Vice President, Sales and Marketing, Houston Texans
"This book sets the standard for sport marketing literature by providing a good overview of both basic and detailed sport marketing concepts and how they are applied to the sport product. With clear and concise real world examples based on extensive research this book delivers a quality instructional and practical guide for the serious sport manager. Clearly and engagingly written, it combines great insight gained from in-depth research and practical application to illustrate how the business behind the sport industry works. For its substance, it should be within easy reach of anyone interested in managing in sport."-- David Peart, Vice President, Sales and Marketing, San Francisco 49ers
"Team Sports Marketing represents the cutting edge in sports marketing knowledge and practice. Kirk's extensive experience with professional sports teams at all levels and all types, coupled with well-founded theory and research, makes this a perfect book for sports marketing classes everywhere. This book was written for professors who want to give their students the best preparation for landing that entry level position in professional sports and to enable them to move up the ladder in the sports industry."-- Scott Kelley, Professor of Marketing and Director of the UK Center for Sports Marketing, Gatton College of Business and Economics, University of Kentucky
"Team Sports Marketing provides a comprehensive overview of the key disciplines within Sports Marketing and is a solid foundation for anyone wanting to learn the business."-- Eric Fernandez, Executive Director, Sponsorships, ATT
"Kirk Wakefield has crafted a textbook that is quite useful for students, scholars and faculty members interested in sport marketing. Kirk combines humor, accepted marketing theory and practice, and empirically tested research to provide readers with material that can be applied to the discipline. Those interested in obtaining a better understanding of sport marketing will find this book ideal."-- Gregg Bennett, Director, Sport Marketing Lab, Assistant Professor, Sport Management, Texas AM University
Baylor University marketing professor Kirk L. Wakefield begins with the premise that building fan identification embodies the science and art of being able to market in any context. This book then moves beyond explaining how NFL, NBA, NHL and Major League Baseball teams have succeeded at the marketing game by providing examples of best practices for sports teams of all levels. Tackling such subjects as sponsorships, season-ticket sales and venue management. Wakefield enlivens his copy with frequent stabs at humor, as well as photographs, tables and sidebars.- Michael Popke, Athletic Business, March 2007
From the Back Cover
Business/Sport Management
Team Sports Marketing
Kirk Wakefield
"Kirk Wakefield has crafted a textbook that is quite useful for students, scholars and faculty members interested in sport marketing. Kirk combines humor, accepted marketing theory and practice, and empirically tested research to provide readers with material that can be applied to the discipline. Those interested in obtaining a better understanding of sport marketing will find this book ideal." - Gregg Bennett, Director, Sport Marketing Lab, Assistant Professor, Sport Management, Texas AM University
"Team Sports Marketing sets the standard for sport marketing literature by providing a good overview of both basic and detailed sport marketing concepts and how they are applied to the sport product. With clear and concise real world examples based on extensive research, this book delivers a quality instructional and practical guide for both students in sport marketing as well as the serious sport manager. Clearly and engagingly written, it combines great insight gained from in-depth research and practical application to illustrate how the business behind the sport industry works. For its substance, it should be within easy reach of anyone interested in managing in sport."- David Peart, Vice President, Sales and Marketing, San Francisco 49ers
"Team Sports Marketing represents the cutting edge in sports marketing knowledge and practice. Kirk's extensive experience with professional sports teams at all levels and all types, coupled with well-founded theory and research, makes this a perfect book for sports marketing classes everywhere. This book was written for professors who want to give their students the best preparation for landing that entry level position in professional sports and to enable them to

move up the ladder in the sports industry." - Scott Kelley, Professor of Marketing and Director of the UK Center for Sports Marketing, Gatton College of Business and Economics, University of Kentucky

Some might argue that sports marketing is a mere subfield of marketing, meaning that there are theoretical and practical dimensions that apply only to sports marketing and are only of interest to those involved in sports. In *Team Sports Marketing*, author Kirk Wakefield dispels this argument by demonstrating that effective sports marketing epitomizes the science and art of marketing across any context. At the core of sports marketing is the creation and enhancement of fan identification, where consumers are not just loyal customers, but have become brand fanatics. *Team Sports Marketing* shows that while many aspects of sports marketing are thought to be unique to the field, other product and service sectors would do well to learn from teams in the NFL, NBA, MLB, and NHL that have transformed customers into fans. Moving beyond principles of marketing, *Team Sports Marketing* is packed with examples of best practices and covering subjects as diverse as sponsorships, season ticket sales, venue management and all topics in between. *Team Sports Marketing* is a must read text for students and managers in professional and collegiate sports. Support materials for professors and students are available at www.teamsportsmarketing.com.

Kirk Wakefield, Ph.D., is Professor, Sport Sponsorship and Sales, and Chair of the Marketing Department, Hankamer School of Business, Baylor University.

About the Author Kirk Wakefield has conducted research on consumer response to pricing, promotion, sponsorships, and the physical environment for a wide variety of sports organizations: NBA, NFL, MLB, NCAA football, baseball and basketball; minor league baseball (A, AA, AAA); minor league hockey, professional tennis (ATP), NASCAR. Wakefield's published work may be found in the *Journal of Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Service Research*, *Journal of Advertising Research*, *Psychology Marketing*, *Journal of Services Marketing*, *Journal of Sport Management*, and *Journal of Sport Social Issues*, among others.