

Preface

The discipline of sports marketing has grown in stature despite there being no consistent agreement as to exactly what the discipline encompasses. As sports have moved into the category of big business, new approaches to teaching the subject have surfaced. Textbooks focused on marketing principles with a few sports examples sprinkled in began to fill the void for students and professors. But few have taken an in-depth look at the applications of strategies germane to the discipline. This textbook has been conceived and designed in an effort to move sports marketing into a new arena. It recognizes the recreational nature of the industry but emphasizes that the focus has begun to shift to the bottom line. While many traditionalists may lament that transition, others view it as an opportunity. As a result, the need to develop effective marketing strategies has never been more important. Upon completing a course using this book, students should have a better understanding of how to apply strategies and tactics within the sports marketing environment.

The discipline of sports marketing encompasses two broad perspectives. The one that will probably most readily come to the student's mind is that of the *marketing of sports products*. This type of marketing might involve questions such as

- How do we get more people to attend a sports event?
- How do we increase the size of the various media-based audiences?
- How do we attract more participants?
- How do we sell more sports-related products?

To most people, questions such as these represent the totality of sports marketing. However, this misconception fails to recognize the immensely important component of *using a sports platform as the foundation for the marketing of nonsports products*. Tiger Woods's endorsement of Tag Heuer watches, Coca-Cola's sponsorship of the World Cup of Soccer, the use of venue naming rights such as those seen at Citi Field in New York City, the sale of merchandise bearing a sports organization's trademarks and logos such as Antigua shirts that incorporated the Olympic rings design, and advertising by McDonald's that features children being rewarded with a trip to the kid-friendly restaurant after winning their soccer game are all examples of marketing through sports. This textbook is an effort to address both perspectives.

Content

As evidenced by the preceding discussion, this textbook reflects an effort to provide the most comprehensive overview of the sports marketing environment available within the textbook market. While intertwined, the two broad perspectives of sports marketing are quite different. Indeed, many universities have separate courses on the marketing of sports products and marketing through sports. Whether the book is used in a single semester or over two separate courses, it will provide students with insight that cannot be gained from a casual examination of the literature or the Internet.

Every effort was made to provide a sports-related example to illustrate how marketing concepts can be applied in that environment. Sports, athletes, teams, and stadiums from around the globe are referenced. Marketing is becoming more global every day, and

sports marketing is no different in this regard. There is also an abundance of information available on the Internet if you just know where to find it. Appendix A provides a listing of the URLs for many sports and sports marketing organizations around the world. Students are encouraged to use this reference to augment their learning experience.

After an introduction to the field of sports marketing in Chapters 1 and 2, the next 10 chapters focus on how marketers use sports as a platform for developing their strategies and tactics. Chapter 3 provides a broad overview of the techniques used to create a sports platform to sell nonsports products. Chapters 4 through 9 provide the basis for developing and assessing a comprehensive traditional sponsorship plan. While the emphasis is on sports properties, the material will lead the students through the steps required to develop a proposal for many other types of properties available to prospective sponsors. At the end of Chapter 9, students should be able to complete a comprehensive written proposal and develop a sales presentation designed specifically for a prospective sponsor. Not only does the material provide insight for the sellers, but it also provides a basis for understanding on the part of the buyer. As such, this material represents a vital area that can be the basis for a class, group, or individual project. Chapters 10 through 12 provide detailed coverage of three special forms of sponsorship. The pros and cons of venue naming rights, celebrity endorsements, and licensing are discussed. Upon the completion of Chapter 12, students will have a solid understanding of how marketers such as Coca-Cola and Ford use a sports platform as the foundation for many of their marketing efforts.

Chapters 13 through 17 provide detailed coverage of the marketing of sports products. This includes strategic initiatives involving target market and marketing mix decisions. For students who are new to the marketing discipline, the marketing mix represents the set of four controllable variables that comprise the marketers' strategic domain. These variables are the decisions regarding the products being sold, the techniques involved in the distribution of the products, the various promotional tools that are available to the marketer, and the pricing strategies that can be employed. One chapter is devoted to the process of identifying target markets and to each of the four variables of the marketing mix. Coverage encompasses spectator sports, participation sports, and a broad array of sports-related products such as sporting goods and athletic shoes. Basic marketing principles are introduced in each of these chapters, and specific sports examples are provided as a means of illustrating how these concepts are applied in the sports environment.

The final three chapters examine issues germane to both marketing perspectives—the marketing of nonsports products by creating a sports platform and the marketing of sports products. The issues discussed in the final chapters can have a profound impact on a marketer's accomplishments. Recognizing the importance of customer retention, Chapter 18 provides a detailed perspective of relationship marketing practices within the sports marketing industry. The role of technology, especially the Internet, is discussed in Chapter 19. While the emphasis is on the Internet, the role of other innovations such as virtual imaging and mobile technology also are discussed. And finally, acknowledging that sports marketing is often subjected to intense scrutiny and criticism by many people, the text concludes with a chapter addressing many of the controversial issues that raise the ire of our critics. These controversies are grouped according to the five essential elements of marketing strategy: target markets, products, distribution strategies, pricing concerns, and criticisms regarding promotional practices.

The text takes a strong international focus. Examples that cover a broad array of sports, teams, and athletes are used to make the book relevant to students across the globe. This can be a positive learning experience, as students find out a little more about sports not commonly played in their home countries. But in this age of globalization, we will witness a geographic expansion of many of these sports. And for those students who will be

working within the domains represented by the marketing of nonsports products through sports, it is imperative that they recognize these global opportunities.

Changes from the First Edition

Users of the first edition will find a number of meaningful changes in this edition. For starters, a new chapter has been added that further clarifies the four domains of the sports marketing environment. This new Chapter 2 provides greater depth to Part 1, which focuses on an introduction to the broad realm of sports marketing. Substantive changes in Part 2, which looks at the various sponsorship issues, have been incorporated. Beyond the obvious need to update the examples in any environment as dynamic as this, there was a need to provide a bit more structure to the chapters on traditional sponsorship. Material was re-ordered; chapters were combined. The result is a more logical progression that leads students from an introduction of sponsorship to an evaluation of their success or failure. Part 3 focuses on marketing strategy as it relates to sports products. New examples have replaced older examples. New strategies such as the secondary ticket market have been included. The biggest change is the addition of a comprehensive discussion of facilities management in the chapter that covers distribution strategies for sports products. Part 4 is also updated. New examples of relationship marketing are cited. Newer technology, such as podcasts, is addressed. Finally, new controversies have arisen since the first edition was completed. Therefore, this final chapter has also been updated accordingly.

Overall, this book provides a more detailed overview of the sports marketing environment; it is sequenced so as to better provide a step-by-step perspective on sponsorship; it is more comprehensive; and it provides a more extensive set of recent examples up to and including the 2008 Beijing Olympics. Users who are familiar with both editions should find this one to truly represent the new and improved version.

Ancillary Package

A comprehensive ancillary package accompanies this text. For instructors, we offer an Instructor's Manual and PowerPoint slides developed by the author. We also included a test bank in MS-Word and our easy-to-use computerized test generator, EZ-Test.

These materials as well as additional resources are found on our textbook Web site at www.mhhe.com/fullerton2e. For students, support materials include links to the Web sites referenced in the text, chapter summaries, learning objectives, and multiple-choice quizzes for self-assessing study. This array of materials will facilitate both the task of teaching sports marketing and the learning process on the part of the students.

—Sam Fullerton