



# Sports Marketing

*By Sam Fullerton*

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## Sports Marketing By Sam Fullerton

Sports Marketing presents this field as a new discipline, helping readers gain a stronger understanding of how to apply marketing strategies and tactics within the sports marketing environment.

Sam Fullerton crafted this text to present the discipline of sports marketing in two broad perspectives. The first part of the text provides an introduction to the field of sports marketing and examines how marketers use sports as a platform for developing their strategies and tactics. The second part of the text provides detailed coverage of the marketing of sports products, increasing media audiences and live attendance, the selling of sports-related products, and more.

This is not simply a basic marketing text using sports examples. Sports Marketing fills a gap for this newly recognized course area by presenting a strong business perspective through its content. It looks at the economic impact of the industry and identifies an array of career opportunities for students interested in sports marketing. There is comprehensive coverage of how sports are used as a marketing platform and an abundance of real-world national and international examples to support the material.

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