

CONTENTS

<i>List of figures</i>	ix
<i>List of tables</i>	x
<i>Foreword</i>	xi
<i>Preface</i>	xiii
<i>Acknowledgements</i>	xiv
1 The development of sport marketing practice	1
<i>Introduction</i>	1
<i>Concepts</i>	2
<i>A short history of sport marketing</i>	3
<i>Case study 1.1: A question for Nike?</i>	7
<i>Conversation 1.1 Dr Bill Sutton, recently retired Director of Sport and Entertainment Management MBA programme at the University of South Florida, USA</i>	9
<i>Conversation: reflections and activities</i>	14
<i>Is there a case for the re-definition of sport marketing?</i>	14
<i>Conclusion</i>	15
<i>Chapter review questions</i>	15
<i>Additional reading and digital resources</i>	15
<i>References</i>	16
2 Sport marketing in the digital age	18
<i>Introduction</i>	18
<i>Concepts</i>	19
<i>The digital landscape</i>	20
<i>Digital sports media data</i>	21
<i>Case study 2.1: Wimbledon and IBM</i>	24
<i>Case study questions</i>	26
<i>Conversation 2.1 Eric Stoller, Consultant</i>	27
<i>Conversation: reflections and activities</i>	38
<i>Conclusion</i>	38
<i>Chapter review questions</i>	38
<i>Additional reading and digital resources</i>	38
<i>References</i>	39
3 Social media in digital sport marketing	40
<i>Introduction</i>	40
<i>Concepts</i>	41

vi Contents

<i>Digital communities in sports</i>	42
<i>Social media platforms</i>	44
<i>New considerations</i>	44
<i>Case study 3.1: Sport marketing conference</i>	46
<i>Conversation 3.1 Jan Bohemer, PhD, Head of Digital and Data Science at The&Partnership and m/six Agency</i>	48
<i>Conversation: reflections and activities</i>	57
<i>Conclusion</i>	57
<i>Chapter review questions</i>	57
<i>Additional reading and digital resources</i>	57
<i>References</i>	58
4 Reputation management and sports PR	59
<i>Introduction</i>	59
<i>Concepts</i>	60
<i>Sports PR defined</i>	60
<i>Sports digital PR</i>	62
<i>Reputation management</i>	63
<i>Case study 4.1: Ford and Team Sky Cycling</i>	65
<i>Case study questions</i>	66
<i>Case study 4.2: Ford and the EFL</i>	66
<i>Case study questions</i>	67
<i>Conversation 4.1 Ed Bowers, Education2Sport</i>	67
<i>Conversation: reflections and activities</i>	81
<i>Conclusion</i>	82
<i>Chapter review questions</i>	82
<i>Additional reading and digital resources</i>	82
<i>References</i>	83
5 Sports practice and fan engagement in an online environment	84
<i>Introduction</i>	84
<i>Concepts</i>	85
<i>Case study 5.1: Geoff Wilson, Consultant</i>	88
<i>Case study questions</i>	93
<i>Conversation 5.1 Stephen Bourke, Founder, Adviser, and Strategist at SB1 Sport</i>	93
<i>Conversation: reflections and activities</i>	103
<i>Conclusion</i>	104
<i>Chapter review questions</i>	104
<i>Additional reading and digital resources</i>	104
<i>References</i>	104
6 Fan activation and involvement with sport business	106
<i>Introduction</i>	106
<i>Concepts</i>	106
<i>Case study 6.1: Change to win: achieving competitive advantage in the sports industry</i>	111
<i>Case study conclusion</i>	115
<i>Case study task</i>	115
<i>Conversation 6.1 Luca Massaro, Founder and CEO of WePlay</i>	116
<i>Conversation: reflections and activities</i>	124
<i>Conclusion</i>	124
<i>Chapter review questions</i>	125
<i>Additional reading and digital resources</i>	125
<i>References</i>	125

7	Getting closer to emerging sports audiences	127
	<i>Introduction</i> 127	
	<i>Concepts</i> 128	
	<i>Case study 7.1: Bas Schnater, Newsroom Content Analyst, Mediahuis Nederland</i> 133	
	<i>Conversation 7.1 Fiona Green, Co-Founder, Winners FDD Ltd</i> 135	
	<i>Conversation: reflections and activities</i> 142	
	<i>Conclusion</i> 142	
	<i>Chapter review questions</i> 142	
	<i>Additional reading and digital resources</i> 142	
	<i>References</i> 143	
8	Sports in a cultural and knowledge management context	145
	<i>Introduction</i> 145	
	<i>Concepts</i> 146	
	<i>Case study 8.1: EKS consultancy</i> 149	
	<i>Case study questions</i> 151	
	<i>Conversation 8.1 Dr Cath Bishop, Senior Performance Consultant and Keynote Speaker</i> 152	
	<i>Conversation: reflections and activities</i> 163	
	<i>Conclusion</i> 163	
	<i>Chapter review questions</i> 163	
	<i>Additional reading and digital resources</i> 164	
	<i>References</i> 164	
9	The importance of sports communication strategies	165
	<i>Introduction</i> 165	
	<i>Concepts</i> 166	
	<i>Case study 9.1: Jon Burkhart, TBC Global</i> 169	
	<i>Case study questions</i> 172	
	<i>Conversation 9.1 Jim O'Toole - CEO, Event Rider Masters</i> 172	
	<i>Conversation: reflections and activities</i> 179	
	<i>Conclusion</i> 179	
	<i>Chapter review questions</i> 179	
	<i>Additional reading and digital resources</i> 180	
	<i>References</i> 180	
10	Sport business in a globalised marketplace	181
	<i>Introduction</i> 181	
	<i>Concepts</i> 181	
	<i>Case study 10.1: Liverpool FC</i> 184	
	<i>Case study 10.2: SD Eibar</i> 185	
	<i>Case study questions</i> 186	
	<i>Conversation 10.1 Ann Pegoraro, Laurentian University, Institute for Sport Marketing</i> 186	
	<i>Conversation: reflections and activities</i> 196	
	<i>Conclusion</i> 197	
	<i>Chapter review questions</i> 197	
	<i>Additional reading and digital resources</i> 197	
	<i>References</i> 197	
11	Towards new thinking for sport marketers and practitioners	199
	<i>Introduction</i> 199	
	<i>Concepts</i> 200	
	<i>References</i> 205	

viii Contents

Case study 11.1: Jacob Tingle and Allison Hawk, Trinity University, USA	205
Suggested pre-case readings	207
Case study questions	209
Conversation 11.1 Professor Jimmy Sanderson, Visiting Professor in Social Media at Arizona State University, USA	210
Conversation: reflections and activities	220
Conclusion	220
Chapter review questions	220
Additional reading and digital resources	221
Note	221
References	221
12 The future of sport	222
Introduction	222
Concepts	223
Case study 12.1: Mike Cooper: Football Club CEO	227
Task	227
How does Football Club CEO work?	227
What do participants do?	228
Reflections on case study	228
Case study 12.2: Ben Warren, Somerset County Cricket Club	228
Case study reflections	229
Conversation 12.1 Ged Tarpey, Head of US Media and Entertainment Sales at Twitter	229
Conversation: reflections and activities	238
Conclusion	238
Chapter review questions	238
Additional reading and digital resources	239
References	239
Index	240