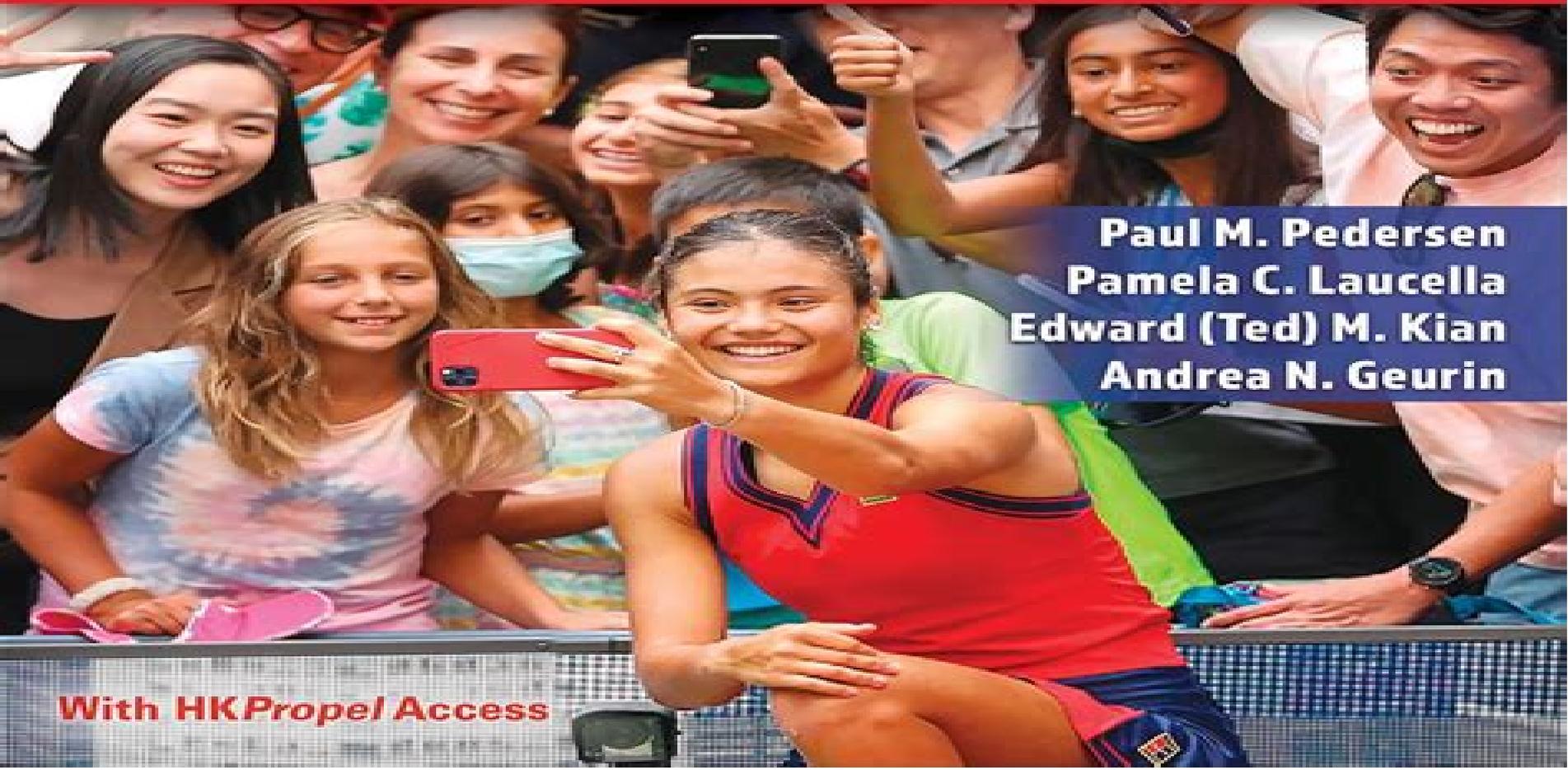


Fourth Edition

STRATEGIC SPORT COMMUNICATION



**Paul M. Pedersen
Pamela C. Laucella
Edward (Ted) M. Kian
Andrea N. Geurin**

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Strategic Sport Communication W. Timothy Coombs, Jennifer L. Harker, 2021-09-15 Authors Coombs and Harker provide step by step guidance on how the strategic communication process an integration of marketing communication public relations and advertising can be applied to sports communication for individual athletes teams and leagues The book is founded on the premise that the strategic communication process in sport communication is grounded in understanding the fans and sources of revenue Looking at sports globally it offers readers the traditional multi step linear approach to strategic communication message development along with the transmedia narrative transportation method a non linear approach that centers on narratives to engage target audiences and urge them to contribute their own material to messaging With case studies and practical examples it also highlights additional issues such as race and gender social media ethics and athlete health It is an ideal text for undergraduate and graduate courses in public relations or strategic communication and sport communication An online instructor s manual accompanies the text including lecture slides a sample strategic sports communication plan a test bank links to key web sites that discuss sports and sports communication concerns links to case studies with class discussion prompts sample assignments a sample course syllabus and suggestions for further reading Please visit www.routledge.com/9780367898724

Strategic Sport Communication Paul Mark Pedersen, Kimberly S. Miloch, Pamela C. Laucella, 2007 This is an introduction to the wide ranging world of sport communication integral to the successful management marketing and operation of sport organisations at all levels The text outlines the full breadth of the communication industry including the many professional careers available to students and practitioners

International Journal of Sport Communication ,2009

Sport Communication Chuka Onwumehili, 2017-08-16 Sport is a global business Now more than ever sport communication professionals need to understand sport s global reach in order to develop their full potential This is the first textbook to introduce the fundamental principles and practice of sport communication from an international perspective Combining business strategies with insights into social issues such as gender disability and national identity this is an accessible practical and engaging guide to the essentials of sport communication Aimed to enhance learning at both undergraduate and postgraduate levels each chapter contains special features tailored to meet the needs of students and instructors These include learning objectives chapter summaries activities reflections discussion questions recommended

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Strategic Sports Marketing - The impact of sport advertising upon consumers Christian Berger,2008-12-04
Doctoral Thesis Dissertation from the year 2008 in the subject Sport Sport Economics Sport Management grade 2 0 Cardiff University course International Business Management language English abstract The study was based on the subject that is of great interest of the author and therefore attempted to illustrate an evaluation of the impact of Adidas advertising upon purchase decisions of consumers nowadays To enable the author to provide an evaluation of Adidas marketing strategies the present importance of marketing and modern challenges of advertising decisions were determined as fundamentals of a global brand based on review of relevant literature Furthermore an investigation of the strengths weaknesses opportunities and threats SWOT related to companies in the sports industry was conducted Moreover the benefits of a global brand were illustrated This examination was mainly based on marketing specialised literature linked with selected examples of Adidas as no representative of the Adidas company was found to be interviewed On the one hand it was found that Adidas historically grown passion for sports in order to provide athletes with the best possible equipment positively contributes to improve brand awareness and brand image On the other it was found that the identified weaknesses reduce the effectiveness of global operations in order to improve consumer satisfaction throughout the world The research concluded that although the strategic marketing operations of the Adidas company can be reduced by weaknesses and threats the advertising decisions represent a promising source of enhancing the brand image

Case Studies In Sport Communication Robert S. Brown,Daniel J. O'Rourke,2003-12-30 Essays analyzing the narratives that surround the physical and ritualistic activities of sport

The Handbook of Strategic Public Relations and Integrated Communications Clarke L. Caywood,1997-05 As the media grows more ruthless the role of public relations has become increasingly complex and critical Savvy businesspeople know that how a company conveys and maintains its image has never been more important or more challenging The Handbook of Strategic Public Relations Integrated Communications is the definitive guide for communications professionals Featuring the expertise of the world s foremost public relations and marketing authorities it is the first book of its kind to combine the art and science of marketing public relations and communications in one single resource An indispensable reference guide to the best practices in every industry this handbook features more than 40 information packed chapters authored by the best minds in the business and covers cutting edge tips topics and techniques such as Crisis management Marketing public relations Client agency relationships Environmental public relations High tech PR And more

Sport Marketing Across the Spectrum Sport Marketing Association. Conference,Jeffrey Dalton James,Sport Marketing

Association,2007 **American Book Publishing Record** ,2007 Contemporary Sport Management Paul Mark Pedersen,2011 Action packed martial arts movie produced by kung fu legend Sammo Hung Kar Lok Chin plays Yu Shu a young daydreamer who busies himself by drawing illustrations of the martial arts heroes he imagines When he unwittingly becomes the prey of the leaders of a local prostitution racket he is taught the ways of kung fu from his uncle leading to the final showdown between himself and the legendary Scorpion King played by Yung Yuen Routledge Handbook of Sport Communication Paul Mark Pedersen,2013 This text offers a survey of the discipline of sport communication The authors explore communication within through and for sport in all its theoretical conceptual cultural behavioral practical and managerial aspects tracing the contours of this expansive transdisciplinary and international discipline and demonstrating that there are few aspects of sport that don t rely on effective communications Including contributions from sport media and communications scholars and professionals from around the world the book examines emerging media social media traditional print broadcast and screen media sociological themes in communication in sport and management issues at every level from the interpersonal to communication within and between sport organisations and global institutions adapted from publisher s description **Sports Sponsorship and Marketing Communications** Wim Lagae,2005 This text concentrates primarily on the objectives of marketing communications in sport and examines how sponsors can utilise sport sponsorship to achieve brand and sales related objectives **The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition** Clarke L. Caywood,2011-12-30 The definitive guide to PR and communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use The Handbook of Strategic Public Relations and Integrated Marketing Communications to position your company your brand and yourself for

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