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Sport Promotion and Sales Management, Second Edition, presents a wide-ranging view of what it takes to be successful in the field. Moving from theoretical foundations of sport promotion and sales to fundamental roles of sport sponsorship, it examines incentives for sport consumers, licensing issues, sales management and servicing, and the role of technology in sport promotion and sales.

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For the purposes of developing a sales and promotion plan for the sports teams and the athletic department at Blue Mountain Community College there must be a marketing relationship that involves the school, the teams, fans and the business community surrounding the community college. This means that the college must work to build relationships with the business owners that are around the community college.

Develop a sports sales and promotion plan for a community ...

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Sports Sales and Marketing | Sports Management Worldwide

Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote sports or to promote some other ...

Sports marketing - Wikipedia

From Longman Dictionary of Contemporary English promotion / prə'məʊʃ ə n \$ -'məʊ-/ S3 W3 AWL noun 1 [countable, uncountable] B0 UP a move to a more important job or position in a company or organization I want a job with good prospects for promotion. promotion to Your promotion to Senior Editor is now official. 2 [countable, uncountable] BBA an activity intended to help ...

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