

Manfred Bruhn · Peter Rohlmann

Sports Marketing

Fundamentals - Strategies - Instruments

 Springer



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Manfred Bruhn
University of Basel
Basel, Switzerland

Peter Rohlmann
PR MARKETING
Rheine, Germany

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Preface

Sport has a central role in our lives, not only for private individuals, but also and especially far-reaching in society and in public. From an economic point of view, we are dealing with a “sports market” in which numerous market participants are active and try to achieve their individual goals. Target groups include first and foremost the sportsmen and women as amateurs, for whom the preservation of health is in the foreground. With professional sports actors we are talking about so-called professional athletes, who earn their living with sport. Organizations in sport are also to be mentioned (e.g. clubs, associations, organizers), which would like to profile their sport and their institutions. The media use sport intensively for the corresponding reports and comments. As well as political actors who see sport and athletes as representatives of their own country. Last but not least, it is companies that use sport for advertising purposes as part of sponsorship.

The mention of various market participants in the sports market makes it clear that each target group has its own goals and interests. For decades, an increasing professionalization of the actors can be observed. Especially those market participants who are particularly interested in the economic side effects of sport put their focus on a systematic and professional improvement of their work. A market-oriented management in this sense requires a sports marketing that is based on different principles of further development of the organization, such as brand management, differentiated market management, performance improvement through innovations, etc.

Sound knowledge in sports marketing enables sports actors to successfully position their sport, their association, their league, their team, their players, their sports facility or their event and thus gain a competitive advantage. It is important to distinguish between two areas of sports marketing. The first area includes the marketing of sport itself, while the second includes the use of sport to market other, often non-sporting products. Therefore, particular attention will be paid in the following to ensure that both aspects are given due consideration within the individual thematic areas. Only a successful marketing of sport (primary view) creates the basis for the use of sport by companies (secondary view).

In the course of social and economic development, sports marketing has developed from rudimentary beginnings into a highly professional and complex discipline that not only affects the immediate participants, but also involves other interest groups (stakeholders) that now pursue their own intentions and interests far from marketing goals.

In addition, megatrends such as digitalization and globalization have given new impetus to sports marketing, just as sport itself has changed greatly in all its different manifestations and structures (including professionals and amateurs, ownership and organization, self- and other-determination).

This book presents the basic principles of sports marketing in a compact way and outlines framework conditions, special features, strategy finding and the use of marketing instruments. This creates knowledge and understanding for a successful sports marketing in the future. The individual chapters present the “basics” for a professional sports marketing and give suggestions for management practice.

We are very grateful for any suggestions and hints.

Basel, Switzerland Rheine, Germany
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Manfred Bruhn
Peter Rohlmann

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About the Authors



Prof. Dr. Dr. h. c. mult. Manfred Bruhn He spent his academic qualifications at the University of Münster with Prof. Dr. Dr. h.c. mult. Heribert Meffert. From 1983–1995 he held his first professorship for marketing and trade at the EBS University of Economics and Law, a private university in the Rheingau (Oestrich-Winkel). Since 1995 he has been Professor of Marketing and Management at the University of Basel and Honorary Professor at the Technical University of Munich. Honorary doctorates from the Universities of Hohenheim and Rostock. Founding of the further education program “MAS Marketing and Business Development” at the University of Basel as well as founder and partner of the strategy and marketing consultancy Prof. Bruhn & Partner AG (Basel). Focus areas in research and consulting are strategic management, service marketing, relationship marketing, communications policy, sponsoring, quality management, service transformation and non-profit marketing.

Website: www.bruhnpartner.com