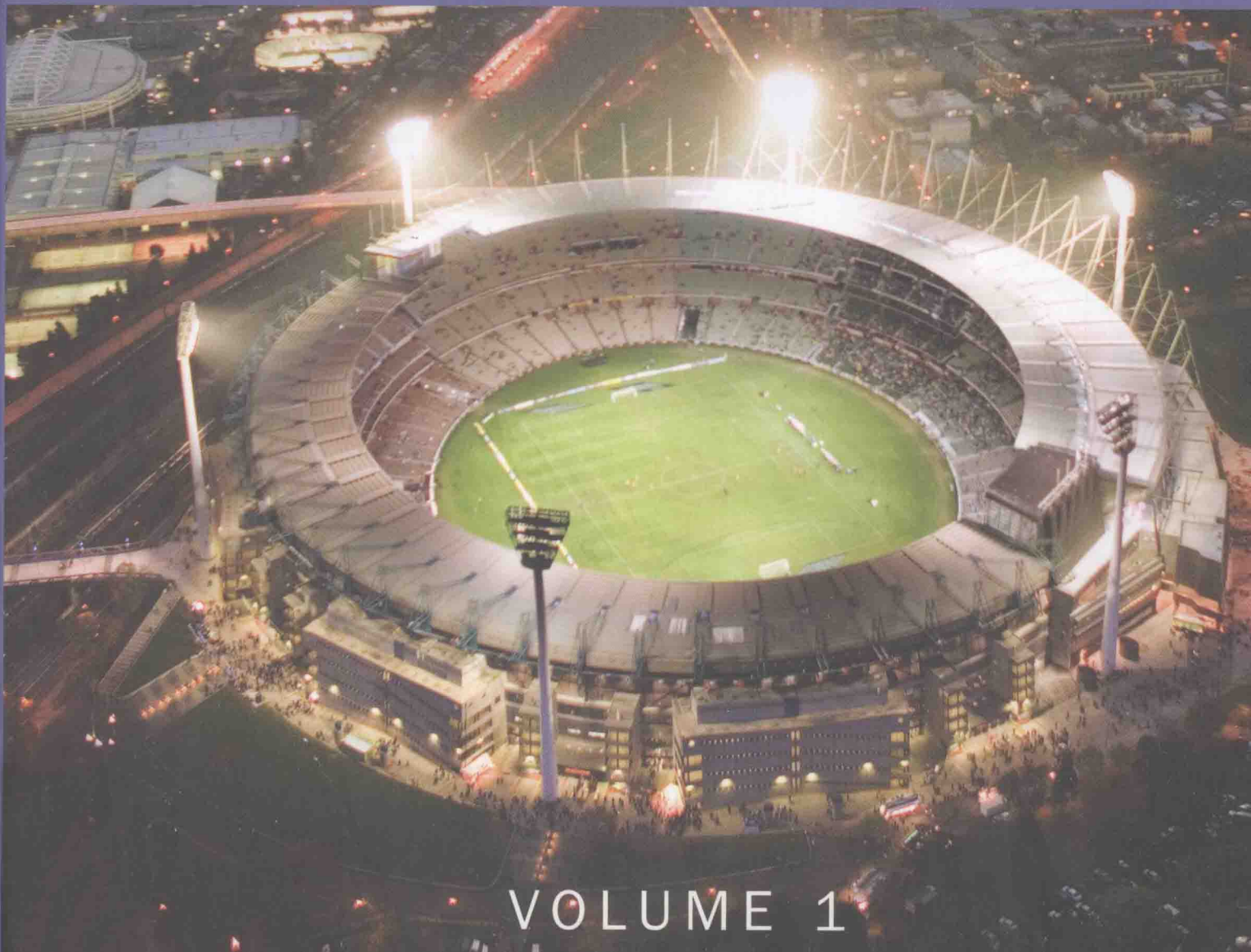


ENCYCLOPEDIA OF

SPORTS

Management and Marketing

Linda E. Swayne and Mark Dodds
GENERAL EDITORS



VOLUME 1

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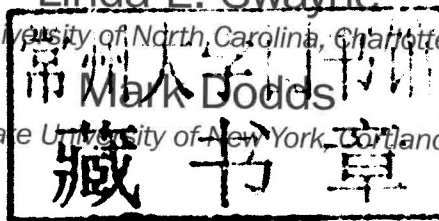
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Management and Marketing

About the Editors

Linda E. Swayne, who joined the faculty of the University of North Carolina, Charlotte, in 1981, is director of the M.B.A. in Sports Marketing and Management program. She has served as president of the Charlotte Chapter of the American Marketing Association, the Southern Marketing Association and the Southwestern Federation of Administrative Disciplines. Swayne has written 11 textbooks. Her co-authored textbook, *Strategic Management of Health Care Organizations*, is in its fourth edition. She has published over 25 journal articles and scholarly papers and 30 case studies.

Swayne was editor of the *Case Research Journal* from 1998–2001. She serves on the Steering Committee for the Metrolina Health Initiative, chairing the Marketing Committee. Previously, she served on the board of directors of the C. W. Williams Health Center, the National Conference for Community and Justice (NCCJ), and the campaign board for the United Way of Central Carolinas.

Mark Dodds is an associate professor teaching sports marketing and sports law at the State University of New York (SUNY) College at Cortland. He holds a J.D. from Marquette University Law School (MULS), a M.B.A. with a sports management concentration from Robert Morris University, and a B.S. in marketing management from Syracuse University. While at MULS, he earned a Sport Law Certificate from the National Sport Law Institute.

His research area is focused on legal issues of sports, the use of sports in civic engagement, sponsorship activation, and sports brand equity creation. Dodds has published articles in journals, such as *Marquette Sports Law Review*, *The Journal of Physical Education, Recreation and Dance*, *Journal of Sponsorship*, *International Journal of Sport Management and Marketing*, and *College Athletics and the Law*.

Prior to arriving at SUNY Cortland, Dodds worked in the sports marketing industry for over 14 years. He lives in Cortland, New York, with his wife and two children.

Introduction

The impact of sport on our world is tremendous. Sport unites people via mega-events such as the Olympics or the FIFA World Cup soccer tournament. Sport provides a vehicle for civic engagement like HIV/AIDS education in Africa by the Grass-roots Soccer organization or the Susan G. Komen Race for the Cure events.

Sport teaches us about our political differences, such as the 1972 Munich Games massacre or the 1980 Miracle on Ice USA hockey team. Sport creates a passion within us as we become lifelong fans rooting for our favorite baseball team. Sport challenges people who have never participated in athletics to run a marathon. Sport offers a channel for companies to connect with their consumers to meet marketing objectives. Because of these reasons, sport management and marketing should be and is studied as an academic discipline.

Sport management degree programs have been available in the United States for almost 50 years. These undergraduate and graduate programs prepare students to work in the sport business industry in areas such as marketing, public relations, sales, facility management, information technology, law, media, event management, finance, economics, and athletic management. Not only has the industry become “big business” but the required skill set need-

ed to succeed has become very specialized. This skill set includes a comprehensive sport management education with outstanding written and oral communication talents.

Not only has the skill set become focused but the industry can be segmented into various categories, such as professional sport, nonprofit organizations, governmental agencies, sporting goods and apparel companies, amateur sport organizations, scholastic sport organizations, intercollegiate athletic departments, and the fitness industry. Because the industry has become specialized, the foundation of knowledge needs to be as well.

In order to best prepare students to enter the sport industry, the Commission on Sport Management Accreditation (COSMA) lists seven Common Professional Component (CPC) topical areas that need to be covered within the content of a sport management degree program. The CPC areas include: social, psychological and international foundations of sport; management, including sport leadership, operations/venue/event management, and sport governance; ethics in sport management; sport marketing; finance, accounting, and economics; legal aspects of sport; and an integrative experience such as an internship or other capstone experience. These topics reflect a substantial commitment

to a business-based curriculum within the sport management degree program and best prepares students for entry into the sport industry.

This encyclopedia offers academic support to the accreditation topical areas. This resource provides approximately 834 original articles to provide business-themed definitions and sport-specific examples to illustrate and explain the academic sport management context. Some topics have a narrow focus and apply to a specific common, professional component. For example, “Customer Satisfaction” is a detailed analysis of a topic specific to event management. However, most entries cover at least two topical areas, such as “Contracts, Vendors,” and are useful within event management and the legal aspects of sport. Likewise, “Activation, Sponsorship” is identifiable with sport marketing and event management.

Other topics are more general in nature and provide insight into many common professional component areas. The “Olympics” is a subject that touches on international foundations of sport, sport leadership, sport governance, and sport marketing.

The authors for this text come from both academic and sport industry backgrounds. These ex-

perts explain very complex issues in a simple manner. Because many writers have practical experience, the details provide a clarity that is very useful to the reader and include a sport-specific context that applies the theme in a familiar situation.

This encyclopedia was developed with the sport-management reader in mind. It is anticipated that academic instructors, students, and sport industry practitioners will use the information contained in the volumes. Because of the format, the text is applicable in both academic and practitioner worlds. Academic instructors will find the definitions provide an academic rigor needed within their programs. Students will use the reference to support their textbooks and establish an understanding of the more complex sport management theory. Sport industry practitioners will value the sport industry focus of the definitions that prepare the next generation of sport management professionals.

It is truly our hope that you find this text useful as the sport management and marketing industry continues to grow.

Mark Dodds
General Editor

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