

# 1009SEM Introduction to Sport Marketing

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### Essential Reading (2 items)

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**Foundations of marketing**, by John Fahy; David Jobber, 2022

[Book](#) | Essential | Click on title to check print and ebook alternatives available in the library

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**The marketing of sport**, by John G. Beech; Simon Chadwick, 2007

[Book](#) | Essential

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### Recommended Reading (7 items)

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**Sports marketing: a strategic perspective**, by Matthew D. Shank; Mark R. Lyberger, 2015

[Book](#) | Recommended

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**Routledge Handbook of Sports Marketing**, by Simon Chadwick; Nicolas Chanavat; Michel Desbordes, 2015

[Book](#) | Recommended

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**International Cases in the Business of Sport: Second Edition**, by Simon Chadwick; Dave Arthur; John Beech, 2016

[Book](#) | Recommended

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**Sports Marketing**, by Michael Fetchko; Donald Roy; Kenneth E. Clow, 2012

[Book](#) | Recommended

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**Leisure marketing: a global perspective**, by Susan Horner; John Swarbrooke, 2005

[Book](#) | Recommended

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**Leisure Marketing: A Global Perspective**, by Susan Horner, 25 Jun. 2012

[Webpage](#) | Recommended

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**Ambush Marketing in Sports**, by Gerd Nufer, 2013

[Book](#) | Recommended

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