

Why You Should Adopt

Sports Marketing The View of Industry Experts Includes Navigate 2 Advantage Access

- ✔ **Option 1:** Paperback with Navigate 2 Advantage Access
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- ✔ **Option 2:** Navigate 2 Advantage Access Only
ISBN-13: 978-1-284-03391-5
50% off the list price of the printed textbook



Voices From the Field

Case Studies

Critical Thinking Activities

Chapter Questions

The Student Experience

In *Sports Marketing: The View of Industry Experts*, readers get a behind-the-scenes look at industry leaders as they discuss how they achieved their position, what their daily schedules look like, and what interesting projects and challenges are currently facing them.

Spotlight Sections

Contract Examples

Teaching and Learning Sport Marketing Just Got Easier with Navigate 2 Advantage Access

- ★ **Learn:** A Complete eBook with Interactive Tools that Bring the Fundamentals of Sports Marketing to life
- ★ **Practice:** A Virtual Study Center with Robust Practice Activities & Flashcards
- ★ **Assess:** A Homework and Testing Assessment Center with Pre-Populated Quizzes and Examinations (Available to adopting instructors with Course ID)
- ★ **Analyze:** A Dashboard that Reports Actionable Data (Available to adopting instructors with Course ID)

Course Materials

Learning Tools

- Interactive eBook
- Learning Objectives
- Lecture Outlines
- Flashcards
- Practice Activities

Teaching Tools (available with Course ID)

- Chapter Outlines
- Case Studies
- Lecture Slides in PowerPoint Format
- Discussion Questions with Answers
- Pre-populated Quizzes and Exams with Automatic Grading
- Sample Syllabus
- Instructor's Manual
- Hassle-free Gradebook
- Course Management Tools

eBook Resources

Chapter	Title	Knowledge Check Questions (ungraded)	eBook Quiz Questions (graded)
1	Introduction	16	10
2	Licensing	18	10
3	Properties Groups and Players Unions	8	10
4	Athlete Marketing	20	10
5	Sports Agents	18	10
6	Team Marketing	14	10
7	Sports Advertising	18	10
8	Media Training and Public Relations	22	10
9	Cause Marketing	16	10
10	Social Media	20	10
11	Events and Sponsorship	18	10
12	Product Development	12	10
13	College Athletics	10	10
14	Controversial Issues in Sports Marketing	34	10
15	Emerging Markets in Sports Marketing	28	10
16	Review of Sports Marketing Through the 2012 Olympic Games	24	10

Technical Support Services

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