

LIBRARY RESOURCES FOR SPORT MANAGEMENT

PRINT RESOURCES

Titles in Reference:

Marketing and sports management:

American Sports Data Inc. publications (e.g. Superstudy of Sports Participation) -- do an author search in Ignacio to find 7 of their publications
Inside the ownership of professional sports teams GV583 .I57 (1995 & 2000)
International directory of company histories HD2721 .I57
Sports business market research handbook GV716 .S76
Sports Market Place GV583 .S76 2001
Study of media & markets. [Media] / Simmons HC106.8 .S45
Study of media & markets. [Products] / Simmons HC106.8 .S45
Team Marketing Report Sports Sponsor Fact Book GV716 .T45 (2003)

Advertising and market guides:

Consumer magazine advertising source HF5905 .C65
Editor and Publisher market guide HF5905 .E38 (2005)
Encyclopedia of major marketing campaigns HF5837 .E53 2000
Leo Burnett worldwide advertising and media fact book HF5826.5 .L46
Lifestyle Market Analyst HF5415.33 .U6 .L54

See *also*: Business and Management Reference sources: <http://www.usfca.edu/library/research/businessref.html>

Titles in the Stacks (can be checked out):

Case studies in sport marketing GV716 .C38
Fundamentals of sport marketing GV716 .P58
The marketer's guide to public relations HD59 .H276
Strategic brand communication campaigns [electronic book]
Program evaluation for sportdirectors GV713 .K47
Managing sport, fitness, and recreation programs GV713 .S75
Developing successful sport sponsorship plans GV716 .S738

Some Periodicals:

International journal of sports marketing and sponsorship
Journal of consumer research
Sporting Goods Business
Street & Smith's SportsBusiness Journal
Team Marketing Report

WEBSITES:

These websites have some information and short reports available for free

- International Health, Racquet and Sportsclub Association/IHRSA www.ihrsa.org
- Sporting Goods Manufacturing Association/SGMA www.sgma.com
- Team Marketing Report www.teammarketing.com

SUBJECT SEARCHING SUGGESTIONS

To look for books or periodicals at USF, do a subject search in Ignacio on any of these headings. Also use a company, product, or personal name as a subject:

- Athletes (see Related Subheadings and scroll down list to see additional narrower terms such as "legal status, laws, etc.," "recruiting," "salaries")
- Collective bargaining, sports
- Consumer behavior
- Corporate sponsorship
- Market surveys
- Motivation research (marketing)
- Professional sports, economic aspects
- Sports
- Sports administration
- Sports marketing
- Sports – economic aspects
- Sports management

CENSUS DATA:

For demographic information focusing on city, county or state

American Factfinder <http://www.usfca.edu/library/databases/amfactfinder.html>

DATABASES:

Go to the Gleeson Library Start Your Research page:

<http://www.usfca.edu/library/research/index.html>

Look for these subjects or areas of study:

- Sport Management
- Business
- Exercise and Sport Science