

LIBRARY RESOURCES FOR SPORT MANAGEMENT

PRINT RESOURCES

Titles in Reference (library use only):

Marketing and sports management:

American Sports Data Inc. publications (e.g. Superstudy of Sports Participation)

- do an [author search in Ignacio](#) on American Sports Data to find 7 of their publications

[Inside the ownership of professional sports teams](#) GV583 .I57

[International directory of company histories](#) HD2721 .I57

[Revenues from sports venues. Market profiles.](#) GV429 .R37

[Sports business market research handbook](#) GV716 .S76

[Sports Market Place Directory](#) GV583 .S76

Team Marketing Report [Sports Sponsor Fact Book](#) GV716 .T45

Advertising and market guides:

[The American marketplace : demographics and spending patterns](#) HA214 .A6

[SRDS Consumer media advertising source](#) HF5905 .C65

[Editor and Publisher market guide](#) HF5905 .E38

[Encyclopedia of major marketing campaigns](#) HF5837 .E53

[Leo Burnett worldwide advertising and media fact book](#) HF5826.5 .L46

[Lifestyle Market Analyst](#) HF5415.33 .U6 .L54

Titles in the Stacks (can be checked out):

[Case studies in sport marketing](#) GV716 .C38

[Developing successful sport sponsorship plans](#) GV716 .S738

[Fundamentals of sport marketing](#) GV716 .P58

[Handbook of sports economics research](#) GV716 .H36

[IEG's guide to sponsorship](#) HD59.35 .U47

[The marketer's guide to public relations](#) HD59 .H276

[Return on sponsorship](#) HD59.35 .U47

[Strategic brand communication campaigns](#) [electronic book]

Some Periodicals:

[International journal of sports marketing and sponsorship](#)

[Journal of consumer research](#)

[Sporting Goods Business](#)

[Street & Smith's SportsBusiness Journal](#)

WEBSITES:

These websites have some information and short reports available for free as well as digital collections and full text of some periodicals and books:

- International Health, Racquet and Sportsclub Association/IHRSA www.ihrsa.org
- Sporting Goods Manufacturing Association/SGMA www.sgma.com
- Team Marketing Report www.teammarketing.com
- Scholarly Sports Sites (NASLIN) <http://www.ucalgary.ca/lib-old/ssportsite/index.html>
- H.J. Lutcher Stark Center for Physical Culture and Sports at The University of Texas at Austin (sports history, digital collections and new home for the Scholarly Sports Sites: <http://www.starkcenter.org/research/>)
- LA84 Foundation/Paul Ziffren Sports Resource Center (digital collections and full text of many journals, books, reports, and oral histories): http://www.la84foundation.org/who/who_frmst.htm
 - Search page (periodicals, books & other resources): <http://tinyurl.com/2vw7up>
 - Educational resources: http://www.la84foundation.org/11pub/over_frmst.htm

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

DATABASES:

Go to the Gleeson Library Start Your Research page:
http://www.usfca.edu/Library/research/Start_Your_Research/

Look for these subjects or areas of study:

- **Sport Management:**
http://www.usfca.edu/Library/research/sport/Research_Sources_for_Sport_Management/

- **Business and Professional Studies Research Sources:**
http://www.usfca.edu/Library/research/bps/Research_Sources_for_Business_and_Professional_Studies/
- **Business & Economics Subject Guides:**
http://www.usfca.edu/Library/handouts/Research_Guides/
- **Exercise and Sport Science:**
http://www.usfca.edu/Library/research/exercise/Research_Sources_for_Exercise_and_Sport_Science/

CENSUS DATA:

For demographic information focusing on city, county or state

American Factfinder: http://www.usfca.edu/Library/databases/American_FactFinder/