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Contingency framework for strategic sports marketing

**CONTINGENCY FRAMEWORK FOR STRATEGIC SPORTS MARKETING**

Contingency framework for strategic sports marketing

Contingency approaches

Internal and external contingencies

Internal contingencies

Vision and mission

Organizational objectives and marketing goals

Organizational strategies

Organizational culture

External contingencies

Competition

Technology

**On the industry’s radar**

Cultural and social trends

Physical environment

Political, legal, and regulatory environment

**Big-time college sports is an out-of control monster**

Demographics

**Ethnic studies: MLB forms diversity committee**

The economy

Monitoring the external contingencies

Assessing the internal and external contingencies: SWOT analysis

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**HITTING A HOME RUN WITH THE DIGITAL GENERATION**

The marketing research process

Defining the problem or opportunity

**CASE STUDY: A SPONSORSHIP MEASUREMENT SOLUTION**

Choosing the research design type

Identifying data collection techniques
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