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Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion

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of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote sports or to promote some other ...

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Students who have
wished to play sports
professionally or who

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have dreamed of becoming an agent for a celebrity entertainer have an interest in sports and entertainment marketing. Although this particular form of marketing bears some resemblance to traditional marketing, there are many differences as well—including a lot

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Sports marketing - Wikipedia

Impression Sports & Entertainment is an international sports marketing company that specializes in full service sponsorship sales representation, sponsorship consulting and sports

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