

Executive Development Program in Sports Business (Advanced)

Sports Marketing Strategy



mindmap

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root((Sports Marketing Strategy))
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```
Marketing Strategy
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```
Brand Equity
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Fan Engagement
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```
Digital Media
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```
Data Analytics
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```
Social Media
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```
Sponsorship
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```
Activation Plans
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```
Partnership
```

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Fan Experience
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Event Design
```

```
Loyalty Programs
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