

# Marketing Perspectives World Association for Sport Management

## About

The Marketing Perspectives World Association for Sport Management (MP-WASM) is an international organization dedicated to advancing the field of sport marketing. The MP-WASM provides a platform for researchers, practitioners, and students to share knowledge, collaborate on research, and develop best practices in sport marketing.



## The Global Football Industry: Marketing Perspectives (World Association for Sport Management Series Book

3) by Emmaleigh Loader

★★★★☆ 4.6 out of 5

Language : English

File size : 6289 KB

Screen Reader: Supported

Print length : 352 pages



The MP-WASM was founded in 2006 by a group of leading sport marketing scholars and practitioners. The organization's mission is to:

- \* Advance the knowledge and practice of sport marketing
- \* Facilitate collaboration among researchers, practitioners, and students
- \* Promote ethical and responsible sport marketing practices

The MP-WASM has a global membership of over 500 researchers, practitioners, and students from over 50 countries. The organization's members are actively involved in all aspects of sport marketing, including:

- \* Research
- \* Teaching
- \* Consulting
- \* Agency work
- \* Brand management

The MP-WASM hosts a number of events throughout the year, including:

- \* An annual conference
- \* Regional workshops
- \* Webinars
- \* Research symposia

The MP-WASM also publishes a number of journals and books, including:

- \* The Journal of Sport Marketing
- \* The Sport Marketing Quarterly
- \* The Handbook of Sport Marketing

## **Benefits of Membership**

There are a number of benefits to joining the MP-WASM, including:

- \* Access to a global network of sport marketing professionals
- \* Opportunities to collaborate on research and other projects
- \* Discounts on conference registration and other events
- \* Access to a variety of resources, including journals, books, and webinars
- \* Opportunities to contribute to the development of the field of sport marketing

## **How to Join**

To join the MP-WASM, you can visit the organization's website at [www.mp-wasm.org](http://www.mp-wasm.org).

The Marketing Perspectives World Association for Sport Management is a valuable resource for anyone interested in the field of sport marketing. The organization provides a platform for researchers, practitioners, and students to share knowledge, collaborate on research, and develop best practices in sport marketing. If you are interested in learning more about sport marketing or getting involved in the field, I encourage you to join the MP-WASM.



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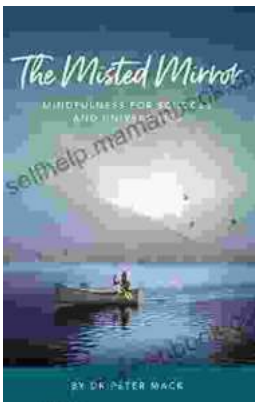
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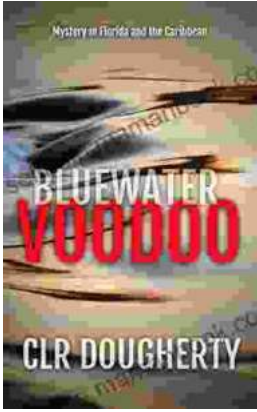
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