

Value-based approach and plan for sponsorship valuation

The purpose of this template is to define value-based approach to sponsorship valuation. It covers information about market research, brand equity analysis, etc.



Market research

- Measure and track relevant performance
- Identify the awareness of sponsorship in market
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Brand equity analysis

- Brand awareness increasing
- Brand attributes influenced by sponsorship
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Stakeholder behavioral analysis

- Changes in the brand image
- Consideration and preference change
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Financial analysis

- Impact of changes in customer acquisition and retention
- Measure financial performance
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Business valuation analysis

- Measure sponsorship costs and revenue
- Use discounted cash flow model
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Marketing Management A Strategic Value Based Approach

Andreas Hinterhuber, Stephan M. Liozu



Marketing Management A Strategic Value Based Approach:

Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs, the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include Jean Claude Larrich, INSEAD; Veronica Wong, Aston Business School; John Quelch, Harvard Business School; Susan Hart, Strathclyde Graduate Business School; SGBS; Michael Baker, Emeritus Professor, SGBS; Tim Ambler, London Business School; Tony Cram, Ashridge. Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age

Handbook of Marketing Strategy Venkatesh Shankar, Gregory S. Carpenter, James Farley/Booz Allen Hamilton, 2012 This authoritative, comprehensive and accessible volume by leading global experts provides a broad overview of marketing strategy issues and questions, including its evolution, competitor analysis, customer management, resource allocation, dynamics, branding, advertising, multichannel management, digital marketing and financial aspects of marketing. The Handbook comprises seven broad topics. Part I focuses on the conceptual and organizational aspects of marketing strategy, while Part II deals with understanding competition. Customers and customer-based strategy, marketing strategy decisions and branding and brand strategies are covered in the next three parts, while Part VI looks at marketing strategy dynamics. The final part discusses the impact of marketing strategy on performance variables such as sales, market share, shareholder value and stakeholder value. All of the chapters in this Handbook offer in-depth analyses of research developments, provide frameworks for analyzing key issues and highlight important unresolved problems in marketing strategy. Collectively, they provide a deep understanding of and key insights into the foundations, antecedents and consequences of marketing strategy. This compendium is an essential resource guide for researchers, doctoral students, practitioners and consultants in the field of marketing strategy.

The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities, Michael Baker has overhauled the contents and contributor lists of the

previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

Innovation in Pricing Andreas Hinterhuber, Stephan M. Liozu, 2013-05-07 Pricing has a substantial and immediate impact on profitability Most companies however still use costs or competition as a main basis for setting prices Product or business model innovation has a high priority for many companies whereas innovation in pricing has received scant attention This book examines how innovation in pricing can drive profits The text examines innovation in pricing from four complementary perspectives Innovation in Pricing Strategy illustrates how companies implement innovative pricing strategies such as customer value based pricing Innovation in Pricing Tactics deals with innovative tools to measure and increase customer willingness to pay and to communicate value to B2B and B2C customers Innovation in Organizing the Pricing Function looks at state of the art approaches to embed the pricing function in the organization Psychological Aspects of Pricing illustrates how companies can influence customer perceptions of value and price in their question to implement innovation in pricing This edited volume brings together 26 articles from academics business practitioners and consultants Authors are from the world's largest companies leading research based universities and consulting companies specialized in pricing This book is the only book dedicated to innovation in pricing and an essential read for business executives and pricing managers wishing to treat innovation in pricing as seriously as they treat product or business model innovation

Customer Relationship Management Francis Buttle, Stan Maklan, 2019-04-24 Customer Relationship Management Fourth Edition continues to be the go to CRM guide explaining with unrivalled clarity what CRM is its uses benefits and implementation Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition retention and development Theoretically sound and managerially relevant the book is liberally illustrated with examples of technology applications that support marketing sales and service teams as they interact with customers but assumes no deep technical knowledge on the reader's part The book is structured around three core types of CRM strategic operational and analytical and throughout each chapter case illustrations of CRM in practice and images of CRM software demystify the technicalities Ideal as a core textbook for advanced undergraduate and postgraduate students on CRM or related courses such as relationship marketing digital marketing customer experience management or key account management the book is equally valuable to industry professionals managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing sales or service management

NEW TO THIS EDITION New and updated international case

illustrations throughout New and updated screenshots from CRM applications Fully updated to reflect the evolving CRM landscape including extended coverage of Big data and its influence on CRM Artificial intelligence AI Advances in CRM analytics The relationships between CRM and customer experience management The role of social media in customer management strategy Real time marketing Chatbots and innovative customer self service Privacy and data security Updated lecturer support materials online

Exploring Services Science Mehdi Snene, 2012-10-16 This book contains the refereed proceedings of the Third International Conference on Exploring Services Science IESS which was held in Geneva Switzerland in February 2012 At the conference researchers from all over the world presented innovative ideas research and applications in the design management and evaluation of services This year the main theme was the interdisciplinary aspect of services The 22 full papers accepted for IESS were selected from 46 submissions and presented ideas and results related to innovation services discovery services engineering and services management as well as the application of services in information technology business e learning and public administration

Perspectives on Strategic Marketing Management Roger A. Kerin, Robert A. Peterson, 1983 This work is a compilation of articles geared towards updating marketers and students on the structure and process of strategic marketing Other areas covered include investment strategy management strategy and assessment and implementation

Marketing Management Harper W. Boyd, Orville C. Walker, Jean-Claude Larréché, 1995 Very Good No Highlights or Markup all pages are intact

Marketing Management and Strategy Peter Doyle, 1998 This MBA or short course text assumes familiarity with the operations of the firm and is therefore suited to those with prior work experience Its case studies include top global companies such as Coca Cola Shell IBM and Phillips

ESG and Real Estate Thomas Veith, Christiane Conrads, Florian Hackelberg, 2022-05-19 This is the first comprehensive practical handbook on the topic of Environmental Social Governance ESG and its impact on the real estate industry The sustainability megatrend is still in its early stages in the real estate sector and there is a lack of standards practical examples and data The development is very dynamic and sometimes confusing and new complex requirements and regulations are constantly being added The authors an expert team of economists lawyers investors asset managers and engineers provide an overview of national and European regulatory requirements as well as current market developments They show what role ESG plays not only in the areas of new construction renovation and real estate management but also in investment processes and real estate valuations Contents ESG and the real estate market ESG and regulatory environment ESG and real estate management ESG in urban and project development

Marketing Strategy Devanathan Sudharshan, 1995 This text is appropriate for advanced MBA level marketing strategy courses found in marketing departments and undergraduate level marketing capstone courses in business administration departments Offering a fresh and extremely current approach to marketing strategy this superb new text emphasizes relationships presents relevant material from other fields such as finance and accounting and establishes coherent analytical frameworks through which to examine strategic options

Integrating coverage of research findings with observed practice and cutting edge ideas with traditional notions this text provides a sound balanced and contemporary basis for understanding and implementing all facets of marketing strategy

Business Marketing Andrew C. Gross,1993 **Strategic Marketing Decisions in Global Markets** Isobel

Doole,Robin Lowe,2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead *Readings on*

Strategic Management Arnoldo C. Hax,1984 *The Product Manager's Reference and Survival Guide* Steven

Haines,2013-10-11 Three E Books in One The Product Manager s Desk Reference Whether a business sells tangible goods or services product management holds a critical position in the organization s pursuit of profits Because traditional departmental roles continually evolve and because the business climate is so competitive the job of product manager has become exceedingly critical yet it remains very complex The Product Manager s Desk Reference is the first book to lay down a comprehensive body of knowledge for this critical function and it is the only book that can effectively guide product managers so that they can establish and build a successful career in product management Here product management expert and practitioner Steven Haines clearly illustrates the entire product life cycle from beginning to end This outstanding work is packed with an array of best practices and helpful hints which are critical to the efficient management of products The Product Manager s Survival Guide The Product Manager s Survival Guide provides best practices practical on the job advice and a step by step blueprint for succeeding in Product Management Whatever your level of experience whether you re a novice product manager or seasoned Product Management leader you ll find everything you need to make consistent positive impacts on your business With this practical guide in your hands you have the most powerful tool available for increasing your productivity quickly and dramatically in a way that is noticeable and measurable Managing Product Management Does your company use Product Management to its fullest potential In Managing Product Management Steven Haines lays the groundwork for moving Product Management out of a supporting role and establishing it as a vital strategic partner with other business functions He provides a solid implementable framework that takes you step by step through a process that will transform your company in profound ways Design and support cross functional product teams to steer a product line and deliver agreed upon business results Institute a governing model that sustains Product Management in its dynamic role

Journal of Marketing ,2006 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41 **Marketing Planning and Strategy** Subhash C. Jain,George T. Haley,2009

Marketing Planning and Strategy is designed for courses at the junior senior level in marketing strategy business unit strategy analysis strategic market planning marketing planning strategic marketing management and advanced marketing It focuses on building the strategic skills necessary to compete in the global economy by using a variety of analytical frameworks to understand how companies formulate strategy make strategic decisions and how they implement strategy This text focuses on marketing strategy from the viewpoint of the business unit and clearly distinguishes marketing strategy from marketing management

Marketing Planning & Strategy Subhash C. Jain,1993 Focusing on the strategic business unit this book provides complete coverage on what marketing strategy is and to formulate and implement it 23 cases 15 of which are new and current examples give the book perspective New to this edition global marketing strategy 10 international cases and a discussion on Nissan Motor Company s international integration

The Business Marketing Course David Ford,Lars-Erik Gadde,Håkan Håkansson,Ivan Snehota,2006-10-06 The Business Marketing Course is an important and insightful book that brings together the main theories and contributions of the Industrial Marketing and Purchasing Group in a student friendly form The book provides complete coverage of the role of business relationships and networks in domestic and international business a topic that is now gaining widespread attention among researchers and practitioners and is a vital part of student learning Professor Ian F Wilkinson School of Marketing University of New South Wales Australia The second edition of this fine book offers another step forward in terms of structure coverage and significance The thoughtful use of figures tables boxes and assignments provides further clarity for students Professor Luis Araujo Department of Marketing Lancaster University UK The new edition of this widely used business marketing text has been completely revised and rewritten The Business Marketing Course provides a comprehensive insight into business marketing in a compact and accessible format that provides the ideal foundation for courses on business or industrial marketing The new edition concentrates on the reality facing business marketers operating in complex and dynamic business networks The book provides a structured approach to both technology and the development of the marketer s offerings as well as an expanded guide on how to analyse business networks and customers and how to develop marketing strategy The book is essential reading for students who are studying business markets It is also an excellent guide for all managers who would like a clearer understanding of the complexity of networks in which they operate The book is still firmly based on the ideas of the IMP Industrial Marketing and Purchasing Group It includes a new chapter on how marketers can work effectively with colleagues in other functional areas The new edition is presented in a highly readable style with extensive use of examples and illustrations Each chapter in the book concludes with a study assignment based on the authors own experience of teaching business marketing

Cornell University Courses of Study Cornell University,2006

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