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### Examining sport management scholarship: An historical review of the Sport Marketing Quarterly

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# Examining Sport Management Scholarship: An Historical Review of the *Sport Marketing Quarterly*

Brenda G. Pitts

*Sport management academics should "approach the development of theory and practice in sport management through involvement in scholarship, each of us pursuing the advancement of the body of knowledge in ways associated with our own particular research focus."*

—Dr. Janet B. Parks  
(Parks, 1992, p. 221)

"Scholarship: The Other 'Bottom Line' in Sport Management" was the title of Dr. Janet Parks' address for the 1992 Dr. Earle F. Zeigler Scholar award (Parks, 1992, p. 220). Dr. Parks, a pioneer of modern sport management, was making a point that money should not be the only thing worthy of academic attention. Dr. Parks has always championed scholarship excellence. However, she points out that some academics in sport management struggle with the focus of the field—whether to concentrate on developing theory or service practitioners with practical methods. To address this, Dr. Parks

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Professor **Brenda G. Pitts** has been teaching and conducting research in sport marketing for 18 years, 12 of which were at the University of Louisville and 6 at Florida State University. Currently, she is the Director of Sport Management at Georgia State University in Atlanta. Dr. Pitts is distinguished as the 2000 Dr. Earle F. Zeigler Scholar and 2001 North American Society for Sport Management Research Fellow.

called upon sport management academics to seek methods that enhance scholarship in sport management through creating a "symbiotic relationship between theory and practice in sport management scholarship" (p. 221). Using the work of Boyer (1990), Parks suggested that "through the scholarship of application, we can take into the sport industry a synthesis of the scholarships of discovery, integration, and teaching" (p. 227).

*Sport Marketing Quarterly* began publication in 1992, the same year as Dr. Parks' address. Those who

advanced scholarship with a particular focus on sport marketing, whether that scholarship reflects practice and the sport industry, and how *Sport Marketing Quarterly* has performed. Accordingly, three primary objectives guided my examination. The first was to present an historical review of *Sport Marketing Quarterly*. The second was to explore sport marketing scholarship with an emphasis on the points previously mentioned. The third was to advance the concepts that scholarship is critical to the development of sport marketing knowledge, that

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developed *Sport Marketing Quarterly* touted it as "the first publication of its kind that bridges the gap between knowledge conveyed in the sport marketing classroom and the realities of employment as sport marketing professionals" (Ostrow, 1992, inside cover). They claimed *Sport Marketing Quarterly* "will address marketing promotions and research strategies in the sport world from two perspectives, the sport marketing practitioner and the academician" (Schoenadel, 1992, p. 5).

2002 marks the tenth anniversary of Dr. Parks' address and *Sport Marketing Quarterly*. Thus it is a good time to examine whether sport management academics have

theoretical research and development are essential to the foundation of the body of knowledge, and that academics have a responsibility to produce an appropriate body of knowledge in sport marketing. To explore these objectives, I reviewed content-specific sport management and sport marketing literature and the findings of a recent study on *Sport Marketing Quarterly*.

## **An Historical Review of the *Sport Marketing Quarterly***

In 1992, *Sport Marketing Quarterly* joined a very short list of academic sport management journals. Although today there are several journals focused on the field of aca-

demographic sport management, the overwhelming majority of these journals are newborns, having begun their journeys in the 1990s. One source shows 27 journals, 17 of which focus on sport law and entertainment (Pitts & Stotlar, in press). However, only seven of these were actually created by sport management academics and for the field of sport

the first, when just two were published (see Endnote 4). Each issue typically carries five research articles, a conference calendar, an interview with an industry practitioner, and occasionally a perspectives article and a book review. A significant majority of the authors are academics, while a smaller percentage are industry practitioners. A

33 issues from 1992 through Issue #3 in 2000, were included for analysis. Pedersen and Pitts attempted to determine the full state of the journal by examining it in detail. The content and topics of articles were compared against the sport marketing components that make up marketing tasks in the *Pitts and Stotlar Sport Marketing Management Model* (Pitts & Stotlar, 1996). This determined how many components were being addressed in the journal. Further, to determine if the full expanse of the sport business industry was receiving attention, article topics were compared against the industry segments outlined in Parks, Zanger, and Quarterman (1998).

The findings revealed the following. Of 168 research articles, an

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management. Those include *European Sport Management Review*, *International Journal of Sport Management*, *International Journal of Sports Marketing and Sponsorship*, *Journal of Legal Aspects of Sport*, *Journal of Sport Management*, *Sport Management Review*, and *Sport Marketing Quarterly*.

*Sport Marketing Quarterly* was the first academic journal with a focus on sport marketing. It has allowed sport management academics to make significant contributions to the very young and developing body of knowledge. The addition of *Sport Marketing Quarterly* to the sport management literature brought a key content area to the forefront—sport marketing (see Endnote 1). It was a first step in recognizing that sport marketing needed its own specialized literature (Pitts & Mahony, 1997). Prior to this, the only content area with its own journals, other than sport management, was sport law. Recently, a journal was started for another content area—sport economics (see Endnote 2). Currently, there are two sport marketing journals: *Sport Marketing Quarterly* and *International Journal of Sports Marketing and Sponsorship*. For a few years, a third sport marketing journal, *Cyber-Journal of Sport Marketing*, existed (see Endnote 3).

Since *Sport Marketing Quarterly* began, there have been 40 issues—four published every year except

recent study on *Sport Marketing Quarterly* showed that 70% of the authors are university academics, 9% are student authors, 13% are

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nonacademic, and 8% are 'other' (Pedersen & Pitts, 2001). In addition, it has been noted that "a substantial portion of SMQ readers are in the professorate" (Stotlar, 1996, p. 41) (see Endnote 5).

Since 1992, the journal has changed editors four times, and for several years there were co-editors. The subscription price has changed three times: from \$39 to \$42 in 2000 to \$43 in 2001. The logo and journal cover have changed five times.

**A Review of the Study on *Sport Marketing Quarterly***

Pedersen and Pitts (2001) conducted an analysis of eight years of *Sport Marketing Quarterly*. They used content analysis, a common method for examining media and literature, because it provides a full description of the subject within certain parameters. The following is an overview of the study (see Endnote 6).

In this study, eight years, or all

average of 19 articles were published each year (four issues per year) and ranged in length from 2 to 14 pages. The research methodologies used were evenly divided between qualitative (51%) and quantitative (49%). The specific methods ranged from means and frequencies to MANOVA, factor analysis, and ANCOVA.

Pedersen and Pitts examined the authorship and found that the 168 articles were the work of 333 authors and that the number of authors per article ranged from one to six. Authors represented 119 academic and corporate settings and were from 32 American states and 8 countries. Regarding gender, an overwhelming majority (78%) were male, while only 20% were female.

Concerning the components of sport marketing, it was discovered that there was at least one article about each of the components in the Pitts and Stotlar (1996) model. However, the numbers of articles

**Table 1**

**Selected Results of the Pedersen & Pitts (2001) Sport Marketing Quarterly Study: Sport Marketing Components from the Pitts & Stotlar Sport Marketing Management Model (1996)**

The Component	Percentage	Number of Articles
Marketing management strategies	22%	37 articles
Consumer analyses of spectators	17%	29 articles
Promotion	13%	21 articles
Consumer analyses of spectators and participants	9.5%	16 articles
Research	8%	14 articles
Product	7.7%	13 articles
Consumer segmentation	6%	10 articles
Marketing management evaluation	5%	9 articles
Consumer analyses of participants	5%	7 articles
Company mission	2.9%	5 articles
Industry segmentation	2%	4 articles
Place	1%	2 articles
Price	.5%	1 article

From: Pedersen, P. M., & Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the *Sport Marketing Quarterly*. *The Chronicle of Physical Education in Higher Education*, 12(3), 8-9, 22-23.

**Table 2**

**Selected Results of the Pedersen & Pitts (2001) Sport Marketing Quarterly Study: Sport Business Industry Segments from Parks, Zanger, & Quarterman (1998)**

The Segment	Percentage	Number of Articles
Professional sport	36%	61 articles
Sport marketing	19%	31 articles
Intercollegiate athletics	12%	20 articles
Participant sport	8%	14 articles
Sport management and marketing agencies	7%	12 articles
Sport communication	7%	11 articles
International sport	4.7%	8 articles
Sport event and facility Management	2.4%	4 articles
Sports medicine	1.8%	3 articles
Campus recreation	1.2%	2 articles
Health promotion	0.6%	1 article
Sport tourism	0.6%	1 article

From: Pedersen, P. M., & Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the *Sport Marketing Quarterly*. *The Chronicle of Physical Education in Higher Education*, 12(3), 8-9, 22-23.

**... the 168 articles were the work of 333 authors and that the number of authors per article ranged from one to six. Authors represented 119 academic and corporate settings and were from 32 American states and 8 countries. Regarding gender, an overwhelming majority (78%) were male, while only 20% were female.**

were vastly uneven, with a majority focused on marketing management strategies and analysis of spectators (see Table 1).

Regarding coverage of the sport business industry, the study revealed that every industry segment as listed in Parks, Zanger, and Quarterman (1998) was addressed by at least one article. However, one segment constituted 36% of the articles: professional sports (see Table 2).

Pedersen and Pitts looked at the particular focus of the articles within each segment. They found that over half of the articles focused on multiple sports (see Table 3). An example would be an article about adventure sports. The focus of the rest of the articles was on a single sport. An example would be an article involving soccer or golf.

Concerning gender, Pedersen and Pitts examined the gender focus of each article (see Table 4). Their findings showed that there was very low attention to women's sports, or women in sport businesses, in relation to all other categories.

Among their conclusions and discussion were the following positive points concerning their analysis of *Sport Marketing Quarterly* during the eight-year period used in the study:

- *Sport Marketing Quarterly* has contributed 168 research articles to sport management literature and, as the first of its kind, has contributed significantly to the sport marketing body of knowledge.
- There is a fairly even division of qualitative and quantitative research methodologies.

There were findings that raised concern for *Sport Marketing Quarterly* in particular and the body of scholarship in general. The following points summarize those findings:

- An overwhelming majority (83%) of the research reported used descriptive statistics.
- There is "an alarming disparity in the number of authors in relation to gender" (p. 22). Findings revealed that 78% were male and

**Table 3**  
**Some Results of the Pedersen & Pitts (2001) Sport Marketing Quarterly Study: The Particular Focus Within the Segment**

The Focus	Percentage	Number of Articles
Multiple sports	58%	98 articles
Basketball	8%	14 articles
Baseball	6.5%	11 articles
Football	5.4%	9 articles
Golf	5.4%	9 articles
The Olympics	3.6%	6 articles
Soccer	2.4%	4 articles
Tennis	1.8%	3 articles
Hockey	1.8%	3 articles
Auto racing	1.8%	3 articles
Horse racing	1.2%	2 articles
Rugby	1.2%	2 articles
Volleyball	0.6%	1 article
Softball	0.6%	1 article
Wrestling	0.6%	1 article
The Gay Games	0.6%	1 article

From: Pedersen, P. M., & Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the *Sport Marketing Quarterly*. *The Chronicle of Physical Education in Higher Education*, 12(3), 8-9, 22-23.

**Table 4**  
**Some Results of the Pedersen & Pitts (2001) Sport Marketing Quarterly Study: The Gender Focus**

Gender Focus	Percentage	Number of Articles
No identifiable gender	41%	68 articles
Male	28%	47 articles
Both genders	24%	40 articles
Female	8%	13 articles

From: Pedersen, P. M., & Pitts, B. G. (2001). Investigating the body of knowledge in sport management: A content analysis of the *Sport Marketing Quarterly*. *The Chronicle of Physical Education in Higher Education*, 12(3), 8-9, 22-23.

20% female. Pedersen and Pitts point out that although "a journal has no control over the demographics of authors who submit articles for publication . . . there is a need for caution" because "such a discrepancy does not reflect well in light of today's emphasis on diversity" (p. 22).

- There is concern over the lack of women in editorial positions at *Sport Marketing Quarterly* and gender disparity in the review board. Unlike author demographics, a journal has control over the gender makeup of its editorial and review board.
- There is concern over the uneven

amount of articles in which the research topic involved the most basic sport marketing components, the 4 Ps (product, place, price, and promotion). There are many articles involving *promotion*, and few articles involving *product*, *price*, or *place*. Further, the promotion articles are focused on one stream, how to promote and sell a few spectator sports events. Based on the findings, it appears that sport marketing academics are focused primarily on a few spectator sports and how to promote and sell those events. This supports the problem found in the next concern.

- There is an uneven distribution of research among the many different segments and types of businesses in the industry. In other words, most of the research is limited to selling and promoting spectator sports, a few college sports, and a few men's professional sports.
- There is concern that women's sports and women in sport business are not receiving a level of coverage congruent with their level of involvement in the sport industry.

### Advancing the Sport Marketing Body of Knowledge

In 1995, Jim Weese argued that academics in sport management, and their scholarly association, the North American Society for Sport Management (NASSM), and thus its publication, the *Journal of Sport Management (JSM)*, along with NASSM's annual conference, should focus on serving practitioners and become more practitioner oriented (Weese, 1995). In response to Weese's position, Cuneen and Parks (1997) argued that sport management consider a two-pronged approach, furthering Dr. Parks' suggestions in 1992: that the journal and the North American Society for Sport Management (NASSM) were developed for and thereby should continue to serve academics as repositories for scholarship in support of developing a body of knowledge for sport management. Perhaps, they added, NASSM could address practitioners with a separate publication targeting practitioners.

Mahony and Pitts (1998) wrote in support of the position of Cuneen and Parks and argued, "It is critical for the future of the field that sport management researchers produce strong, theoretically grounded research" (p. 262). Mahony and Pitts suggested that if academics focus too heavily on serving practitioners it will hinder the development of a sound research-based body of knowledge. Moreover, Mahony and Pitts added "sport

management researchers will be more helpful to practitioners if they base their suggestions on a well-developed, theoretically-based body of research" (p. 263). Further, Mahony and Pitts put forth an argument that sport management needs more research- and theory-based journals, especially journals that focus on each of sport management's content areas.

As one author of the Mahony and Pitts paper, I stand by the concept that scholarship is critical to the development of sport marketing knowledge, and that theoretical research and development are essential to the foundation of that body of knowledge. A body of knowledge that includes all known facts, theories, and principles about a subject is necessary for the continued and sustained growth of an academic field. Additionally, a body of knowledge should represent the full picture of the field; it is what students need to know to work in

(2001). Slack, in his Zeigler address in 1995, stated that "sport management has not kept pace with the type of changes that have occurred in the world of sport," and that "our research is still very much dominated by studies of physical education and athletic programs" (p. 97). Pedersen and Pitts (2001), in their study of *Sport Marketing Quarterly*, stated that the journal must make serious changes soon "if this journal wishes to enhance its relevancy as the sport management field develops" (p. 22), because there are seriously "uneven amounts of coverage of the basic sport marketing components, sport industry segments, and different sports" (p. 23) and that the journal "has a long way to go to achieve gender equity in relation to its editorial and review board positions" (p. 22). Finally, Pitts, in her Zeigler address (2000), stated that "when one reads the totality of our literature, one gets the distinct impression that sport management is

importantly, this research will reveal weaknesses and voids. It will then be up to each sport marketing academic to advance our body of knowledge to include all components of sport marketing and reflect the full expanse of the sport business industry. If our literature does not contain research on all components of sport marketing and does not cover the full sport business industry, how can we expect our students to be successful in jobs other than those few pertaining to college athletics and some professional sports?

All fields call for and benefit from this type of examination. In sport management, several have called for it (Barber, Parkhouse, & Tedrick, 2001; Olafson, 1990; Parkhouse, Ulrich, & Soucie, 1982; Paton, 1987; Pedersen & Pitts, 2001; Soucie & Doherty, 1996). Addressing the 2000 conference of the North American Society for Sport Management, Pitts (2000) went one step further and offered a

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**Forwarding the discussion concerning scholarship and the need to develop an appropriate, useful and significant body of knowledge in sport marketing, it is important to conduct research analyzing the body of knowledge in sport marketing.**

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the field: "a minimum body of basic and fundamental knowledge that is commonly possessed by members of the profession" (Hancher, 1944, as cited in Fielding, Pitts, and Miller, 1991, p. 1). Its literature and materials can include textbooks, journals, newspapers, and other media. More importantly, however, I would argue that the body of knowledge should lead the way for further development.

Regarding the body of knowledge in sport management, many scholars have pointed out that the state of sport management literature, particularly the content of journals, does not completely reflect the discipline or field under study: the sport business industry (Olafson, 1990; Paton, 1987; Pitts, 2001; Slack, 1995; Soucie & Doherty, 1996). Perhaps the most stinging criticism came from three reviews, Slack (1995), Pedersen and Pitts (2001), and Pitts

nothing more than the study of managing college athletics and some professional sports" (p. 3). Slack (1995) and Pitts (2000) also went so far as to say that if sport management academics don't begin to expand on the sport industry businesses, topics, content, and research methods in the body of knowledge, "we have no right to be surprised or insulted when someone proclaims that sport management is just a new and contemporary buzz word for athletics administration" (Pitts, p. 4).

Forwarding the discussion concerning scholarship and the need to develop an appropriate, useful and significant body of knowledge in sport marketing, it is important to conduct research analyzing the body of knowledge in sport marketing. This research will provide evidence based on profiles of the current literature, illustrated in the first study by Pedersen and Pitts. More

specific time frame during which sport management academics should conduct a thorough examination of sport management. Because the 2000 conference was the 15th anniversary of NASSM and its conference, Pitts suggested that examination take place over the next 15 years and that it be compared to the first 15 for progress. To date, only a handful of studies and reviews examined sport management literature (Barber, Parkhouse, & Tedrick, 2001; Cornwell, 1998; Douvis & Douvis, 2000; Mahony & Pitts, 1998; Olafson, 1990; Parkhouse, Ulrich, & Soucie, 1982; Paton, 1987; Pedersen & Pitts, 2001; Pope, 1998; Shannon, 1999; Slack, 1996; Soucie & Doherty, 1996). These studies included for review dissertation topics, sport management studies found in completed research abstracts and several sport management and other

journals, *Journal of Sport Management*, NASSM conference abstracts, textbooks, and the *Sport Marketing Quarterly* (see Figure 1).

The study on *Sport Marketing Quarterly* revealed its strengths and weaknesses. As reported in the Pedersen and Pitts study, the journal was the first of its kind and it has made a significant contribution to the sport marketing body of knowledge. However, the study revealed some glaring weaknesses in the set of literature found in the first eight years under study. Some of these are attributable to the management of the journal, and some are attributable to sport marketing academics. The results are similar to Slack's observations of *Journal of Sport Management*. As Slack (1995) noted, there is a "disproportionate overrepresentation" (p. 98) of only a few areas of the expansive sport industry. Equally of concern are "the type of organizations we have failed to include in our research" (p. 98). Slack (1995) and Pitts (2000) both pointed out that there are many sport businesses that need our research and need to be included in our body of literature. As examples, Slack offered several multibillion or multimillion dollar industries that are largely ignored, though they are certainly worthy of study. Additionally, the authors of every study on our literature offer "to do" lists and suggestions to enhance the body of knowledge. I implore sport management and sport marketing academics to study these and to develop additional ways to make the literature reflect practice and the sport business industry. In addition, the editors and publishers of sport management and sport marketing journals should establish plans to help academics enhance the literature, and should make equitable the problems of gender under-representation in the literature and on editorial boards.

In what some would call a strength, *Sport Marketing Quarterly* makes attempts to fulfill its original objectives of addressing marketing "from two perspectives, the sport

Parkhouse, Ulrich & Soucie, 1982

Studied: topics of 336 sport management doctoral studies in *Dissertation Abstracts International*

Conclusions: dominated by topics of physical education and intercollegiate athletics

Paton, 1987

Studied: topics of 122 sport management abstracts in *Completed Research in Health, Physical Education, and Recreation*

Conclusion: dominated by college athletics

Olafson, 1990

Studied: 93 articles in 6 journals and 33 dissertations from *Dissertation Abstracts* using content analysis during 1980-88; compared sport management articles against organizational studies articles

Conclusions: majority of research methods are quantitative; limited variety of settings; quality of research method needs improvement; should use more powerful statistical test; need to expand on methodologies

Slack, 1996

Studied: descriptive review of the first 20 issues of the *Journal of Sport Management*

Conclusions: majority of articles focus on physical education and college athletics programs

Soucie & Doherty, 1996

Studied: 88 NASSM conference abstracts from 1986 to 1993, 207 articles in 7 journals between 1983 and 1993, and 582 abstracts in *Dissertation Abstracts International* from 1949 to 1993

Conclusions: dominated by physical education, college athletics, and curriculum

Cornwell & Maignan, 1998

Studied: review of 80 selected articles regarding sport sponsorship in several journals

Conclusions: arranged into 5 topical groupings; said research shows lack of classification; poor understanding of sponsorship objectives; lack of understanding of measures; lack of conceptual framework and theory on which to base inquiry

Mahony & Pitts, 1998

Studied: descriptive review of sport management and sport marketing textbooks and journals as a secondary focus of the study

Conclusions: reported that while sport marketing is a popular research topic, authors are limited in the number and type of outlets, such as conferences and journals, in which to present, report, and publish the research

Pope, 1998

Studied: explored state of knowledge regarding sport sponsorship in selected literature

Conclusions: although sponsorship is a multibillion dollar industry, it has received little academic attention; studies are limited to only a few of the possible elements of sponsorship that could be studied

Shannon, 1999

Studied: looked at where sport marketing papers might be published; did a subjective topical classification of articles in 27 issues of *Sport Marketing Quarterly*

Conclusions: offered numerous journals as possibilities for publication; SMQ: heavy focus on college and professional sports, sponsorship, general research, spectator, fan, or participant research, and advertising; lacking in pricing, product, and distribution areas

Douvis & Douvis, 2000

Studied: subjective review of selected sport marketing literature with no methodology

Conclusions: stated that sport marketing research lacks theoretical foundations of other disciplines; that research is focused on professional and college sports, organizations, and fitness clubs

Barber, Parkhouse, & Tedrick, 2001

Studied: research methods of 42 papers in *Journal of Sport Management* 1991 to 1995

Conclusions: 74% were survey research; topics most focused on personnel management, curriculum, organizational structure, and Title IX, gender, and race issues

Pedersen & Pitts, 2001

Studied: topics, methods, authorship, editorship, and more of 168 articles in *Sport Marketing Quarterly* between 1992 and 2000

Conclusions: topics most focused on spectator sports, promotions, and survey research; mostly male authors; mostly male editorship

**Figure 1.**  
**Examining the Sport Management Body of Knowledge.**

marketing practitioner and the academician" (Schoenadel, 1992, p. 5). To examine this, I reviewed the journal's articles and other components and made the following observations. Many articles include figures and tables that specifically speak to the practitioner. For instance, there will be a table with a title such as 'marketing implications for the practitioner' or 'suggestions for the sport marketer.' In most issues, there is a "SMQ Profile/Interview" section. This section usually contains an interview with a sport industry practitioner. The interview published can then be quite informative.

From the beginning, the journal has used a quietly placed marketing tagline. From 1992 through 1996, that tagline, usually found on the first page directly under the title and volume and issue number, was "For professionals in the business of marketing sport" (see Volume 1, Number 1, 1992, p. 1). In 1997, that tagline was changed to "Where research meets practice" (see Volume 7, Number 1, 1998, p. 1). A tagline, of course, is supposed to make a statement about the product or company. In this case, the new statement reflects an emphasis on making the literature speak to both academics and practitioners. In my experience, and I'm sure other authors experienced the same, upon submitting a paper, I have been asked to 'tone down' the academic language and to offer more in the paper about how the study could be used in practice. Indeed, this practice was emphasized in a note from the editors in the Volume 6, Number 1, 1997 issue. The editors wrote that they hoped readers would notice that papers would provide "more extensive implications for practitioners" (Hardy & Sutton, 1997, inside cover). In fact, many articles are written on a level not in keeping with some other rigorously reviewed scholarly journals.

The journal has always had practitioners serving on the editorial review board. Although it is not published in the guidelines for submissions, common practice has been

that most papers submitted are sent to at least one practitioner for review. This practice, I'm sure, is not without its problems. However, *Sport Marketing Quarterly* continues to do it in order to meet its objectives.

Lastly, practitioners are encouraged to submit papers and they do. Although the results in the Pedersen and Pitts (2001) study show that an overwhelming majority of authors are academics, many issues of *Sport Marketing Quarterly* include articles written by sport business practitioners.

*Sport Marketing Quarterly* has received some criticism for insisting on a split focus. In 1998, Mahony and Pitts, concerned about "the future direction of the research and the development of a body of knowledge in" (p. 265) sport marketing, stated that they believe it is "difficult if not impossible to completely satisfy the needs of both audiences. Practitioners are going to be more concerned with immediate application of the research results, while some researchers are more concerned with establishing a theoretical framework for better understanding a phenomenon and publishing in a journal with a reputation for quality theoretical research" (p. 265). Mahony and Pitts were concerned that an academic journal with a practitioner focus would do little to advance pure sport marketing research, especially theoretical research that sometimes does not have "immediate practical implications" (p. 265).

### **The Future of Sport Marketing Scholarship: We Have to Get It Right . . . Starting Now**

As Parks noted, scholarship is essential for sport management to survive. In relation to sport marketing, I want to advance the concept that scholarship is critical to the development of sport marketing knowledge. Furthermore, that scholarship must be broad and inclusive of all components of sport marketing and all segments and types of business in the industry.

How do we do this? The authors of every study involving our literature have offered suggestions on what needs to be studied and how to do it. Some suggest how the journals can help. The editors and publishers of sport marketing journals must do more than just print the constant stream of narrowly focused articles. It is incumbent upon them to find ways to encourage academics to conduct and publish this research. Additionally, it is incumbent upon each sport marketing academic to do more, to expand their current lines of research, and to encourage their students to do the same. It is our responsibility to build a sound, accurate, and appropriate body of knowledge, one that includes

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### **Sport marketing research journals such as *Sport Marketing Quarterly* are critical to the development of the body of knowledge.**

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research involving all of the basic sport marketing components and involves every type of sport business. Otherwise, sport marketing will continue to be athletics administration with a fancy name.

Sport marketing research journals such as *Sport Marketing Quarterly* are critical to the development of the body of knowledge. Journals provide the vehicles for academics to simultaneously create and disseminate an archive of the body of knowledge that is sport marketing. It will be this collection of work upon which the future of sport marketing will be built. It will be these journals that present, and in many ways define, sport marketing to the rest of the world. We have to get it right. And we must start now.

#### **Endnotes**

1. The NASPE-NASSM Sport Management Curriculum Standards established the content areas in 1993. They include sport marketing, sport law, sport finance, sport economics, communication in sport, sport management and leadership, socio-



cultural dimensions in sport, and ethics in sport management (NASPE-NASSM, 1993, 2000).

2. This journal is *Journal of Sports Economics*. Its first issue was published in February, 2000 by Sage Publications. The journal affiliates with the new International Association of Sports Economists that started in Limoges, France, in July 1999. (Contact Sage Publications for information.) It should be noted here that this journal was begun by an economics faculty, faculty outside of sport management, who serve as the editors and editorial board for the journal. Nearly all of the articles in the first eight issues are written by faculty of economics. Not one author has appeared (to this date, anyway) who is a faculty member in a sport management program. In Endnote 6, below, note that Shannon (1999) criticizes the field of marketing for 'giving away' the field of sport marketing. Using that thinking, I would argue that sport management has just 'given away' one of its content areas, sport economics.
3. *Cyber-Journal of Sport Marketing* began publication as an online journal in January, 1997. With Volume 4, Issue 3 in July, 2000, it ended publication. It was published quarterly and each issue carried an average of three articles. It is still available online at [www.cjism.com](http://www.cjism.com).
4. In 1992 there were 2 issues. In the years 1993 through 2001 there were 36 issues. Including this issue, there are 2 issues thus far in 2002. The total number of issues up to and including this issue is 40.
5. *Sport Marketing Quarterly* provided no numbers.
6. It should be noted here that *Sport Marketing Quarterly* was a small part of a larger review paper written about where to get published in sport marketing. See Shannon (1999) in the references. The primary focus of Shannon's paper was to give an overview of publishing possibilities and seemed to be targeting these comments to faculty in schools of business. Additionally, in the paper, Shannon labels marketing journals as "mainstream." This labeling is unfortunate because it suggests that customized marketing journals, such as sport marketing, are outside the mainstream. Although Shannon's purpose in the paper was to implore

the general marketing journals to accept and publish more sport marketing papers, I would argue that Shannon should have recognized sport marketing as its own discipline and in its own mainstream and, as such, describe it thusly. Shannon makes a few comments concerning sport marketing research that I believe deserve discourse in the future. For instance, Shannon stated that "if we do not wake up and begin to accept such research, sport marketing will become yet another area of our discipline which we 'give away', as has happened to a great extent with health care marketing, tourism and recreation marketing, merchandising . . . and, to some extent, advertising and public relations" (p. 525). It is perplexing that Shannon considers sport marketing to be something that marketing is giving away. That would suggest that sport marketing originated as a part of, or a sub-discipline of, or at some point was owned by, general marketing. This is not the case. I'm not sure Shannon understands yet that sport management and sport marketing are their own developing fields of study and are building a discipline and a body of knowledge unique to one industry. However, Shannon should be comforted in knowing that sport marketing is certainly based on general marketing theories, fundamentals, and principles, as well as other related disciplines such as communications, advertising, consumer behavior, sport studies, economics, finance, management science, and sociology. Regarding the *Sport Marketing Quarterly*, Shannon reviewed 27 issues and subjectively categorized the topics of the articles. A brief summary of those findings are included in Figure 1 in this paper.

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