

# DİJİTAL SPOR PAZARLAMASI

Dr. Öğr. Üyesi Özge ERCAN



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***Kızım Nehir'e...***



# ÖNSÖZ

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Yeni dijital teknolojiler, her alanda olduğu gibi spor pazarlamasının da yeniden şekillenmesine neden olmuştur. Verilerin çoğalması ile birlikte spor işletmelerinin, değişen tüketici davranışlarını daha iyi anlamaları ve onların taleplerini karşılayabilmek için pazarlama faaliyetlerini bu doğrultuda düzenlemeleri gerekmektedir.

Bilginin niteliğinin ve miktarının değişmesi, depolanabilmesi, erişilebilmesi ve analiz edilebilmesi; spor işletmelerinde yürütülen pazarlama faaliyetlerinin ölçme, planlama ve uygulama yöntemlerini geliştirmeleri ve dijitalleşmelerini zorunlu kılmıştır.

Bu kitap, günümüzde spor işletmelerinin analitik araç ve tekniklerle dijital dönüşümlerini nasıl gerçekleştirebileceğinin ve spor işletmeleri ile nasıl bütünleştirileceğinin anlaşılmasını sağlamaya yöneliktir.

Spor işletmelerinde dijital dönüşümün sağlanarak pazarlama faaliyetlerinin yürütülmesi, fonksiyonel sınırların aşılmasını gerektirmektedir. Dolayısı ile kitaptaki bazı bölümler analitik bilgi ve becerilerinizdeki boşlukları kapatma fırsatı vermek için tasarlanmıştır. Keyifli okumalar dileği ile...



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