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Events Marketing Management Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events. In order to market events effectively it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events. As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin: the supply and the demand in the specific context of events. The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events. The use of technology, importance of sponsorship and PR are also considered. International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book. Spur critical thinking and further students' knowledge. This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers.

Evaluating the Gaps and Intersections Between Marketing Education and the Marketing Profession Pinheiro, Margarida M., Estima, Ana, Marques, Susana, 2018-11-23 Marketing has experienced unprecedented changes. Globalization, digital revolution, transparency and growing pressure concerning the role of business in society are affecting marketing functions. Simultaneously these changes are forcing both academics and professionals to reinvent and reposition themselves, calling for a deep discussion about what and how universities should teach to face present and future market demands and requirements. *Evaluating the Gaps and Intersections Between Marketing Education and the Marketing Profession* provides emerging perspectives on the role of marketing and marketing education in increasingly complex and demanding social and economic landscapes. Featuring coverage on a broad range of topics such as business schools marketing curricula and professional development, this publication is ideally designed for researchers, business students, marketers, managers, academicians and employers seeking current research on market expectations and students' future roles within this discipline.

Higher Education Consumer Choice J. Hemsley-Brown, I. Oplatka, 2015-11-12 *Higher Education Consumer Choice* provides a comprehensive and highly focused critical analysis of research on HE consumer choice behaviour in the UK and around the world. Ideal for students, scholars and marketing practitioners interested in consumer choice and behaviour in higher education markets, the book explores the background and context to research on HE choice, including globalization, changing supply and demand, fees and costs, and concerns about social disadvantage. Focusing on personal factors that influence consumer choice, group aspects of consumer behaviour such as cultural and ethnic differences, as well as theoretical and research models, this book is designed to stimulate new debate and criticism of HE consumer choice.

Strategy for Tackling Poverty in Nigeria Dr. Ebikinei Stanley Eguruze, 2017-02-08 This research evaluates what the

National Youths Service Corps members community perceives as their support needs in Nigeria in tackling poverty It also analyses the process of leveraging policymaking using social marketing techniques It seeks a deeper understanding of the poverty elimination processes in Nigerian and beyond A mixed methods research design was adopted engaging a quantitative approach in which 351 NYSC members were surveyed using self completion questionnaires In addition qualitative studies in which policy makers as well as young people within the NYSC members community were interviewed The main findings of the research reveal that young people NYSC members support needs in Nigeria are inadequate A great deal more needed to be done A Marshall plan scale of support is required The most significant causes of poverty amongst the NYSC members are absence of jobs corruption of government officials low wages tribalism oil pollution natural disasters IMF World Bank conditionalities and wars The main experiences of poverty include a high youth unemployment rate No money to go to school No money to start small businesses less food to eat no money to treat sickness no money to buy clothes no money to afford decent homes prostitution absence of a public transportation system as well as into drugs and into kidnapping

Tackling Poverty Ebikinei Stanley Eguruze,2016-04-30 This study investigates what young people and community organisations see as their support needs in Bayelsa State of Nigeria in tackling poverty It also examines the process of influencing policy makers using social marketing techniques It seeks to expand understanding of the poverty elimination processes not only within a developing countrys rural environmental context but also endeavours to generalize the findings more broadly It seeks an inclusive approach to policy determination driven by involving grassroots levels A mixed methods research design was adopted engaging a quantitative approach in which 300 young people were surveyed using self completion questionnaires In addition a qualitative study in which policy makers as well as young people and community organisations were interviewed A discussion group methodology was adopted Following the data analysis a strategy conference was organized in Nigeria in which the major findings were presented and debated This research has improved on the previous Multi dimensional Poverty Index by enlarging it and combining it with a current Social Marketing Technique model The new Multi dimensional Poverty Index Implementable Joint Programme of Action model is user friendly and retains the multidimensional paradigm This extension was achieved through the literature research the development of methodology adopting mixed methods approach and the strategy conference The main findings of the research show that young people and community organisations support needs in Bayelsa State of Nigeria are far from being met A great deal of additional support is required The most significant causes of poverty amongst young people and community organisations are corruption of government officials absence of jobs low wages oil pollution and IMF World Bank conditionalities It was also found that the main experiences of poverty include a high youth unemployment rate lack of money to go to school lack of money to start small businesses less food to eat no money to treat sickness no money to buy clothes no money to afford decent homes prostitution and absence of a public transportation system The research considers the ways in which this additional support might be provided Importantly the

research also revealed how extreme poverty could be alleviated and by persuading policy makers to create real jobs and job opportunities as well as developing employability skills and improving agriculture In addition there is a need to attract investors oil companies to Bayelsa State and to increase investment spending The lack of social infrastructure and access to free education steady electricity and free healthcare are also seen as problems Finally the research revealed that actively involving young people and community organisations in policy decision making and policy implementation processes including setting new priorities or re directing is likely to enhance the probability of ending extreme poverty

Principles of Marketing ,2007* Determinants of Product Innovation in Organizations Miguel Pina e Cunha,1998 In a competitive business environment marked by the shortening of product life cycles the increasing speed of technological development and the blurring of industry borders managers increasingly recognize the importance of product innovation to a company's survival and growth This study analyzed the impact of three exogenous constructs organization technology orientation on the practice and performance of product innovation in organizations Some key success factors in the management of product innovation were uncovered and guidelines for designing innovation oriented firms provided *Marketing 2000* Laura Mazur,1991

Principles of Marketing. Fourth European Edition Philip Kotler,Marian Burk Wood,2007-07 *The Globalization of Tourism and Hospitality* Tim Knowles,Dimitrios Diamantis,Joudallah Bey El-Mourhabi,2001 The concept of the Tourism Area Life Cycle or TALC the idea that there is a fixed pattern in the fortunes of tourist destinations they re born they grow they mature they stagnate and die first surfaced in 1980 This work sets out reasons why the TALC need not be as fatalistic as it sounds □□□□□□□□ □□□□□□□□ ,1992 *International Encyclopedia of Business and Management* Malcolm Warner,1996

Cumulative Book Index ,1925 A world list of books in the English language *International Books in Print, 1995* Barbara Hopkinson,[Anonymus AC01401231],1995 Forthcoming Books Rose Arny,1999

Developments in Marketing Science Academy of Marketing Science,2008 Vols for 1978 are the proceedings of the 2nd annual conference of the Academy of Marketing Science *The British National Bibliography* Arthur James Wells,2009 *Mathematics and Information Theory* ,2004 Papers presented at the Conference organized by the Department of Mathematics Netaji Subhas Institute of Technology New Delhi European Access ,1995 *Towards the Borderless Mainport Rotterdam* H. Arjen van Klink,1995

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