

Md.Jobair Hossain

The Effects of CSR on Marketing. A Study on Sports Sponsorship of Grameenphone Bangladesh

Research paper

Effects Marketing Sponsorship Grameenphone Bangladesh

Keith Tones, Sylvia Tilford



Effects Marketing Sponsorship Grameenphone Bangladesh:

The Effects of CSR on Marketing. A Study on Sports Sponsorship of Grameenphone Bangladesh Md.Jobair Hossain,2015-11-11 Research Paper undergraduate from the year 2010 in the subject Business economics Offline Marketing and Online Marketing grade 3 5 A course Consumer Behavior language English abstract Sponsorship has emerged noticeably over the few decades The relationship between sponsor and sponsorship is very important for this new century Both parties have been gaining advantages from sustainable sponsorship relation Sponsorship program is treated as CSR activity of a corporation Grameenphone is the largest telecom network service providers in Bangladesh It has been engaging at different socio cultural activities through sponsoring as part of its Corporate Social Responsibility Sports sponsorship has been very import to it It has been sponsoring in cricket football golf local sporting events such as Boat racing Survey research strategy has been used at this study because it has collected the research data from the selected company without any experiment from the existing elements and from the existing customer of the company The main purpose of this study is to study the sponsorship program and also the brand awareness capability of this term Both primary and secondary data has been considered Main objective of this research is to study the sport sponsorship program of Grameenphone Bangladesh and find the relation between sponsorship program and its effect on sales by increasing brand awareness To judge brand awareness of such sporting events recall and recognition test has been conducted From Brand Recall and recognition test it is found that out of different sports sponsoring program Grameenphone s sponsoring at Golfer Siddiquer has the highest recall and recognition rate Sponsoring cricket has the second highest recall and recognition rate Boat racing and Football sponsoring has lower recall and recognition rate It can be said that Brand awareness is higher at sponsoring at Golfer Siddiquer and Cricket Brand awareness is lower at sponsoring boat racing and football sponsoring So GP will not get benefited from sponsoring at Football and Boat Racing GP will get benefited by learning advantage consideration set benefit and consideration choice benefit from cricket golf sponsoring All of these will create new customer base retain the existing customer and building customer equity which will convert a customer a to loyal customer It is better for GP to keep aside from sponsoring at Football and boat racing activities GP can engage more in Cricket and golf in new ways

Sports Sponsorship and Branding Ho Keat Leng,James J. Zhang,2023-12-22 This book takes a close look at branding and sponsorship in sport in the age of digital media It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies Featuring the work of leading international sport business researchers from four continents and twelve countries the book explores key contemporary topics including esports name and image likeness NIL rights viewer experience machine learning social media use by athletes sport migration and the impact of COVID 19 It presents cutting edge cases and new data across sports and events including the Olympics the NBA international football the rafting world championships and collegiate sports The book is an essential resource for advanced

students researchers practitioners and policymakers working in sport business and management sport marketing digital marketing marketing communications or brand management **Global Media Dialogues** Lee Artz,2023-07-24 This book the first of its kind brings together leading scholars from multiple perspectives in a serious dialogue about continuity and change in global media production and content Looking at a wide swath of the world these authors show the emergence of transnational collaboration in global television and film production across national borders that seem to transcend national cultures and identities At the same time traditional class analysis of such phenomena is reframed within the rise of myriad social movements for equality democracy human rights and defense of the environment What are the effects of media local or global Does the West continue to dominate or is cultural imperialism waning With original chapters written by leading scholars from a variety of disciplines this book will appeal to students and scholars interested in global media communication cultural studies and international political economy Event Portfolio Planning and Management Vassilios Ziakas,2013-10-23 Cities and regions around the world increasingly capitalize on a series of events aimed at optimizing their reach and outcomes How then can a series of different events be developed and harnessed What are the conditions and the means by which synergies and collaboration among different events and their stakeholders can be fostered This book for the first time explores how managers and host communities can synergize sport cultural and other planned events in a portfolio in order to attain magnify and sustain their outcomes The incorporation of different events into a portfolio requires an integrative way of viewing the different community purposes that they serve in unison This book elaborates on this holistic approach by developing an integrative theoretical framework for conceptualizing event portfolios and examining their challenges and prospects as well as potential as tools for sustainable development It therefore presents the foundations of event portfolio planning the patterns of inter organizational relationships within collaborative events networks that foster the conditions for community capacity building and the requirements for the design and development of event portfolios Topics are considered from varying perspectives and examples of emerging event portfolios from a range of geographical regions are integrated throughout Uniquely providing a holistic framework for planning and managing a series of events this is essential reading for all those interested in Events Policy Planning and Management Hayes' Handbook of Pesticide Toxicology ,2010-02-15 The Handbook of Pesticide Toxicology is a comprehensive two volume reference guide to the properties effects and regulation of pesticides that provides the latest and most complete information to researchers investigating the environmental agricultural veterinary and human health impacts of pesticide use Written by international experts from academia government and the private sector the Handbook of Pesticide Toxicology is an in depth examination of critical issues related to the need for use of and nature of chemicals used in modern pest management This updated 3e carries on the book s tradition of serving as the definitive reference on pesticide toxicology and recognizes the seminal contribution of Wayland J Hayes Jr co Editor of the first edition Presents a comprehensive look at all aspects of pesticide

toxicology in one reference work Clear exposition of hazard identification and dose response relationships in each chapter featuring pesticide agents and actions All major classes of pesticide considered Different routes of exposure critically evaluated

Rivalry in Sport Cody T. Havard, 2020-07-01 This book focuses on how rivalry influences fan perceptions and behaviors the role of organizations to responsibly promote rivalries and discusses how to decrease negative and group member deviance surrounding sport rivalry Rivalry is a phenomenon that helps organizations and participants increase their output while also engaging fans The author argues that the goal of rivalry should be to increase engagement and interest in the product without stepping over a sometimes invisible line resulting in fan or group member negativity deviance and violence Through the introduction of two scales that specifically measure how group members react to out groups in the sport setting this book offers scholars deeper insights into what rivalry means and how it can be used to responsibly promote the sport product

Sport Fans Daniel L. Wann, Jeffrey D. James, 2018-08-16 Sports and the fans that follow them are everywhere Sport Fans The Psychology and Social Impact of Fandom examines the affective behavioral and cognitive reactions of fans to better comprehend how sport impacts individual fans and society as a whole Using up to date research and theory from multiple disciplines including psychology sociology marketing history and religious studies this textbook provides a deeper understanding of topics such as the pervasiveness of sport fandom in society common demographic and personality characteristics of fans how fandom can provide a sense of belonging of uniqueness and of meaning in life the process of becoming a sport fan sport fan consumption and the future of sport and the fan experience The text also provides a detailed investigation of the darker side of sport fandom including fan aggression as well as a critical look at the positive value of fandom for individuals and society Sport Fans expertly combines a rigorous level of empirical research and theory in an engaging accessible format making this text the essential resource on sport fan behavior

Health Promotion Keith Tones, Sylvia Tilford, 2001 The authors have joined forces again to reflect upon the ever changing world of health promotion As a result their highly respected textbook has been substantially rewritten to document both theoretical and practical developments within this important sphere of professional activity

Eventmarketing Oliver Nickel, 2012-04-03 Die Brücke zwischen Theorie und Praxis Eventmarketing ist der systematische Prozess der Inszenierung dreidimensionaler live erlebbarer Themen zu Marketingzwecken Events sind heute fester Bestandteil im Kommunikations Mix marketingtreibender Unternehmen Die Grenzen zwischen Above the Line und Below the Line sind in vielen Branchen deutlich verblasst Die Herausforderung für die Eventpraxis liegt in der Steigerung der Professionalität in dieser Marketingteildisziplin Marketingevents markentechnisch und dramaturgisch noch systematischer gestalten Erkenntnis als Erlebnis beschreibt dabei ein wichtiges Zukunftsfeld Eine dem Mitteleinsatz entsprechende Berprfung der Maßnahmen im Hinblick auf Effektivität und Effizienz zur Regel machen Als ein theoretisch fundiertes aber deutlich praxisorientiertes Werk schließt das Buch gezielt die Brücke zwischen Theorie und Praxis Namhafte Marketingwissenschaftler und Marketingverantwortliche renommierter

Markenartikler Gesch ftshrer oder Experten aus Eventagenturen und Markenberatungen behandeln in diesem Buch Grundlagen f r den Erfolg von Eventmarketing sowie konzeptionelle und operative Aspekte und schildern Beispiele f r erfolgreiches Eventmarketing in der Praxis F r F hrungskr fte in allen Industriebereichen Unternehmensberater Marketingfachleute Werbe und Eventagenturen Der Autor Dr Oliver Nickel besch ftigt sich seit mehr als 15 Jahren mit forschungsgest tzter Marken und Kommunikationsberatung Er ist Mitglied der Gesch ftsleitung bei Icon Added Value

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