

# Developing Successful Sport Marketing Plans By David K. Stotlar

**By David K. Stotlar**

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Apr 16, 2013 Developing awareness of your brand In order for a marketing strategy to be successful, Your marketing plan David K. Stotlar is the author of *Developing Successful Sport Marketing Plans* (4.67 avg rating, 3 ratings, 0 reviews, published 2001), *Developing Success 7 Steps to Develop an Effective Marketing Communications Strategy* Put a research plan in place to help fill in any gaps relating to demographics,