

**Booklist**  
 Bachelor of Sport Management  
 5<sup>th</sup> Semester – 2019/2020  
 International / DK

<b>Books</b>	Price in the UCN Book Store
<p><b>Books for Theme 1</b></p> <p>Title: Sport Management – Principles and Applications            Author(s): R. Hoyer, A. C.T. Smith, M. Nicholson &amp; B. Stewart            Edition: 5<sup>th</sup> edition            Year: 2018            Publisher: Routledge            ISBN: 9780815385165</p>	DKK 525,00
<p><b>Books for Theme 2</b></p> <p>Title: Introduction to sport marketing            Author(s): Aaron C.T. Smith &amp; Bob Stewart            Edition: 2<sup>nd</sup> edition            Year: 2015            Publisher: Routledge            ISBN: 9781138022966</p> <p>Title: Sport Consumer Behaviour - Marketing Strategies            Author(s): Daniel C. Funk, Kostas Alexandris &amp; Heath McDonald            Edition: 1<sup>st</sup> edition            Year: 2016            Publisher: Routledge            ISBN: 9781315691909</p>	DKK 575,00  DKK 475,00

Bøgerne kan bestilles via UCN's boghandel ved at sende en mail til Kim Lemvig Hagerup på [klh@ucn.dk](mailto:klh@ucn.dk) – hvis du bestiller her får du 10% studierabat.

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