

# **Kirk Wakefield, B.A., M.B.A., Ph.D.**

**Edwin W. Streetman Professor of Retail Marketing at Baylor University**

Baylor, TX, US

Dr. Wakefield is the Edwin W. Streetman Professor of Retail Marketing at Baylor's Hankamer School of Business.

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## **Biography**

Dr. Kirk Wakefield is the Edwin W. Streetman Professor of Retail Marketing and executive director of Sports Sponsorship & Sales at Baylor's Hankamer School of Business. His research in retailing covering more than two decades focuses primarily upon sports psychology, team sports marketing, entertainment marketing, and fan and consumer response to pricing and promotional tools. He has conducted fan research in almost every venue in sports including the NBA, NFL, MLB, MLS, NHL, and NASCAR.

Wakefield developed the Sports Sponsorship & Sales program and its advisory board of over 95 members from major league teams, leagues, and corporate partners. He also founded and serves as publisher & editor of The Baylor S3 Report ([www.baylors3.com](http://www.baylors3.com)), the industry-leading publication featuring best practices in sports sales and marketing written by the sports industry for the industry. His consulting work includes sponsorship metrics for a wide variety of professional sports franchises and global brands.

His research has been published articles in the Journal of Marketing, Journal of Consumer Research, Journal of Retailing, Journal of Academy of Marketing Science, Journal of Advertising, and the Journal of Advertising Research, among others. He is on the Editorial Review Board of the Journal of Sport Management and serves as a Consulting Scholar for Y&R's BAV Consulting. Wakefield is the author of Team Sports Marketing, now widely used in universities nationwide and available online at [www.teamsportsmarketing.com](http://www.teamsportsmarketing.com).

Wakefield received his bachelor's degree in business administration in 1980 from Southwest Baptist University, his master's degree in business administration from Baylor in 1981 and his doctoral degree from Saint Louis University in 1991.

Wakefield has been interviewed by numerous media including The Huffington Post, Christian Science Monitor, USA Today, Sports Business Daily, Atlanta Journal Constitution, Sacramento Bee, San Antonio Express-News, Baltimore Sun, Kansas City Star, Milwaukee Journal Sentinel, Detroit News, Fort Worth Star-Telegram, Los Angeles Times, and Chicago Tribune, among others.

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## **Industry Expertise**

Education/Learning, Market Research, Research

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## **Areas of Expertise**

Sports Marketing, Sports Branding, Sports Psychology, Team Sports Marketing, Entertainment Marketing, Fan and Consumer Response to Pricing and Promotional Tools

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## **Affiliations**

CRM Steering Committee, SEAT Consortium, Academy of Marketing Science, American Marketing Association

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## **Education**

**Saint Louis University**

Ph.D. Business Administration

**Baylor University**

M.B.A. Business Administration

**Southwest Baptist University**

B.A. Business Administration

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