

## Abstract

Title: NBA Chinese Marketing Strategic Analysis

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NBA has basically completed the early cultivation for the Chinese market through a series of effective marketing strategies since it entered in China more than twenty years ago, which made the Chinese market become the largest overseas market of NBA. Any domestic professional sports league cannot be a rival to its brand influence in China. Currently with more Chinese companies cooperating with NBA, it not only makes the NBA has got huge benefits, but also contributes these enterprises to realize the internationalization through the platform of NBA. Thus it can be seen that NBA marketing model has a strong demonstration effect for the development of Chinese sports industry. The successful hosting of the NBA professional league is a pioneer power for the development of world basketball career. Meanwhile, it also led to the rapid development of sports industry. It has certain use value and significance to explore its integrated marketing communication mode in Chinese market.

Using the methods such as literature material law, questionnaire survey and mathematical statistics, as well as combining with relevant theories, this paper analyzes integrated marketing communication model of NBA in Chinese market. Besides, it also explores the marketing strategies adopted by NBA in the Chinese market and analyzes the inspiration of its success in the Chinese marketing to Chinese basketball through the SWOT analysis of NBA operating in Chinese market, hoping

to be a reference for the development of Chinese sports industry, especially the Chinese professional basketball league.

**Keywords: NBA China; integrated marketing of the market; communication model**