In business schools, case studies are considered to be valuable teaching tools because of the opportunity they present for mimicking real life practical problems and situations. Sport marketing cases are a practical set of facts, out of which arises a problem or problems for determination by the sport marketing practitioner. Today there are more and more cases being developed in the discipline of sport marketing that depict particular problems within the sport industry. Among the most popular sport marketing cases are those from *Cases Studies in Sport Marketing*, 2nd edition; Harvard Business School; the Darden School at the University of Virginia; and the European Case Clearing House at Babson College (Dowd, 1992). Another excellent source is the *Case Research Journal* published by the North American Case Research Association.

If case method is to be used effectively in sport marketing education, one must go through the organizational steps of, (1) location of cases, (2) selecting the cases, and (3) offsetting goals/outcome measures for teaching with cases (Crespy, Rosenthal, & Streans, 1999). Case material for teaching in the discipline of sport marketing is obtained only through researching all available cases, paying particular attention to locating material at an appropriate level for the students being taught and relevance to course content (Weber & Kirk, 2000). Cases should be chosen to either produce predictable, like-minded results or conflicting results but for predictable reasons.