

SPORTS MARKETING FINAL PROJECT

“What if your school...”

Brand Food is a marketing think tank dedicated to building college sport brands. The site's ultimate goal is to provide college sport marketing departments with ideas and/or projects which they can implement into their marketing plans. College athletic directors, coaches, and administrators often look to this site in order to come across new ideas/campaigns.

Your final project will be to contribute a marketing plan for college ADs and administrators to see. This plan should be extremely creative, should be conceived on the basis of research, and should take into account what we have learned in class.

In specific, your main goal for this project is to create a marketing plan that will be translatable to any number of major DI football programs. The marketing plan should be based around college football's new signing day period (specific information about the new early signing day period can be found here: <https://www.sbnation.com/college-football-recruiting/2017/5/8/15585942/ncaa-early-signing-period-date-2017>). In that the topic is rather broad, you should be able to utilize your creativity to come up with an interesting way for a football program to make this signing day period into an interesting event and/or spectacle. Your idea could be anything from a student-body watch party inside the school's gymnasium, to having an airplane banner flown over the hometown of each of your school's signed retreats (...no, you cannot use these two ideas for your project). These ideas should not be last minute, top of the mind ideas; rather, you should take into account what we have learned in class (brand personality, positioning, target market psychographics, etc.) and utilize these lessons to shape your marketing plan.

Your marketing plan should be in the form of a 5 page paper, and a 150-200 word blurb summarizing your idea. Please BE SURE to look on NYU classes (under the 'Brand Foot Think Tank' Folder in 'resources') for previous examples of blurbs that have been written for the Brand Food Think Tank. You will see that they are short, to the point, but creative - thoughts that are likely outside of the box. While your idea is the core aspect of the project, you will be asked for this final project to detail it in the format below:

OUTLINE OF PROJECT

- TITLE PAGE (Not included in the 5 pages).
- INTRODUCTION
- EXECUTIVE SUMMARY
- MARKETING GOALS AND OBJECTIVES
- SWOT ANALYSIS
- MARKETING PLAN - CORE IDEA
- PLANNING PROCESS
 - UNDERSTANDING CONSUMER NEEDS
 - MARKETING RESEARCH
 - MARKET SELECTION DECISIONS
 - POSITIONING
 - MARKETING MIX DECISIONS
 - PRODUCT ISSUES
 - PROMOTION ISSUES
 - PRICING ISSUES
 - PLACE ISSUES
- ADVERTISING

WRITTEN REPORT DETAILED OUTLINE

TITLE PAGE

INTRODUCTION – background of business and explanation of what is leading up to the marketing plan and factors influencing decisions for the project

EXECUTIVE SUMMARY – ‘abstract’; important tidbits from paper to grab attention & explain overview to busy. “What is their need/what can be solved by having such a project”

MARKETING GOALS AND OBJECTIVES - These are broad statements that will direct your efforts. You should create your own goals (macro level) and objectives (micro level) based upon what you think a given college sports programs needs are during this early signing day period event. For example, a goal could be something similar to “utilize our marketing project to give the college program national recognition”, while an objective could be something similar to “capture an audience of 500,000 via out x advertisement”. Remember: marketing objectives are based on and comply with your executive summary.

SWOT ANALYSIS (research is needed) – You should research the college football landscape and provide a SWOT analysis. This part of the paper should be in matrix form, should feature a number of bullets. This should take up no more than a half of a page, and should include a follow up narrative upon your SWOT.

1. Strengths and Weaknesses (Sport Organization)
2. Opportunities and Threats (Environment)
 - largely secondary research; trends, demos, regulations, etc.

MARKETING PLAN – Here, you will simply describe what your plan is for your targeted organization. This plan should be promotional in nature and should aim to garner popularity. Your plan should center around the new college football signing day period. This section should include a detailed description of what your goal is (i.e., benchmarks assessing before and after).

-Keep in mind, this will be conceived from your SWOT and your Goals and Objectives.

PLANNING PROCESS

A. UNDERSTANDING CONSUMER NEEDS - In this section, you will describe what you know about the organization’s target market (i.e., college football fans), **OR** your group’s **INTENDED** target market (if your group chooses to address a new target market). This should be a general overview of the target market in itself, **WITHOUT** relating the segment to the project **YET**.

- a. This section will therefore include research conducted by yourself. In general, what have you found out about this segment – general background demographic information (who they are, income, etc), and, importantly **psychographic information** (what they like to do, who they see themselves as).

B. MARKET SELECTION DECISIONS

a. POSITIONING

- i. Describe the intended positioning strategy for your target market. Choose a positioning theme that will best fit the product in the consumer targets’

minds. How do you want them to think of this product (i.e, the marketing plan)?

- ii. You will therefore provide a positioning statement – you will detail what should come to mind when your target market hears about your project. (e.g., “the college football program of the future”) – your project should essentially be the marketing plan form of this sentence.

C. MARKETING MIX DECISIONS

a. **PRODUCT** – Go into detail to describe your plan, what it will look like, how it will be branded, etc.. Take into account brand personality and how to package your product.

b. **PROMOTION** - Outline the promotional mix you are planning to use to reach promotional goals. How will you garner Attention, interest, desire, and action. Address AIDA. How will consumers be aware of the product – what will your bridge look like. ** You should also Consider Social Media and its place in all this. Go past just suggesting they use and rather EFFECTIVE ways to make its use a success. R-e-s-e-a-r-c-h.*

c. **PRICING ISSUES**

- Outline your pricing strategy for the service/goods/events. How much will this cost any given sport organization. Use this space to describe the price as it relates to the brand of the organization.

d. **PLACE/Distribution ISSUES**

-Outline schedules and location for your event.

ADVERTISING -Describe your advertising plan (do some research; advertising can be expensive and is involves deliberate strategy). Keep in mind two important matters: 1 – your project is intended for a largely popular college football program, which has access to a number of advertising mediums. 2 – Each football program is competing with one another, so trying to gain primetime space on ESPN, for example may not be realistic due to the competitive nature of all teams having the same signing day period.

BLURB (150-200 Words)

-Please look to the aforementioned blurbs to guide this 150-200 word write up. This should be very general in nature. While all of the above information will be for Dr. Brown, this blurb will be considered for Brand Food’s think tank, and will be looked over by Jeremy Darlow and Dr. Brown. This should be considerably different than your written report – it should not be too detailed, but should outline, and sell to the reader your core idea without going into detail. Note that all blurbs start with the title, “What if your school”. As such, your blurb should be entitled, “What if your school...(insert core project idea)”. Again, for reference, please look to the 6 examples provided by Dr. Brown on NYU Classes.

Format

Aside from the blurb, each paper should be 5pages in length. The paper should be turned in with the following format: *Double spaced, 12-Point Times Roman Font, ONE INCH MARGINS.*

You will be graded upon the following guidelines:

Adherence to paper's instructions - 40 Points

-Did the student follow the above instructions, addressing each of the above sections, and their respective instructions?

Content - 40 Points

-Can the student display to the teacher that the class was fully understood by the means of relaying learned information to this project?

-Is the student able to properly convey their understanding of the class, via this project?

-Did the student provide ample information to address the above instructions?

-How well did the student provide a breadth of information in concern to the above instructions?

Grammar - 15 Points

-Does the student show proper use of spelling, punctuation, word use, conjunction, and overall grammar?

Adherence to technical instructions - 5 Points

-Did the student follow the technical instructions presented above (i.e., adherence to format)?