SPORTS MARKETING FINAL PROJECT

Name

Course

Tutor

Date

Sports marketing final project

**Introduction**

The new player signing day is one of the most important days in the calendar of the American college football. In readiness for the next game cycle, colleges, coaches, players and other stakeholders engage in a process that is aimed at evaluating a player's capacity and willingness to stick with the team until the next cycle. It is on this day that the coaches will determine whether they have sufficient depth in their squads that will allow them to compete favorably with other colleges in that competition period. Due to the evident importance of this day to the college sporting fraternity, it is incredibly important to come up with a marketing blueprint that will make sure that the school succeeds in its future programs. In most of the college systems that have been examined in this study, there was one flaw that was witnessed with regards to the new player signing day. It was discovered that some team managers have allowed some players to be so influential in team matters that they make decisions for most of the activities and approaches for the team. Such players have the powers even to select the team that would be playing, and the individuals that they would not want would be forced to stay on the bench, regardless of their talent. What if the managers do away with this player power? Would the team not be more effective in its performance? In this marketing plan, the primary idea is to promote team spirit where all players are equal and contribute equally to the activities of the team. A team where all players are equal would be attractive to players across the country, and that makes it incredibly important to make sure that no player grows bigger than the team. In this plan, it would be demonstrated that if the management has control over the affairs of the team, there would be a success as opposed to a situation where a group of players decides the direction of the team.

**Executive summary**

The most important need of the teams that were surveyed in this examination was the need to have unity of purpose and camaraderie in the teams. While appreciating the fact that football is a team game, it becomes important to make sure that there is a collective approach to the team events. Even in the playing sessions, the need for aesthetics in college football will be determined by the level of cohesion in the team. When a player who sees himself as super talent rises to the top of team leadership, some of them would always like to exercise their influence adversely over other players. In the long run, discord will arise in the team, and it would be complicated to achieve the team goals. In this presentation, it will be demonstrated that team spirit is usually wrecked by players who want to exercise their influence and powers over others players in ways that do not conform to the values and aspirations of the teams. The paper, thus, would be important for the team in acquiring a disciplinary approach to issues for its national image. The plan would be necessary for allowing the college to have a unique attribute with which it can be identified in the American college football fraternity. In the long run, that uniqueness in the way it conducts its activities would be essential in improving its national fan base.

**Marketing goals and objectives**

The primary objective of this plan is to help teams to have a positive culture that would contribute to their acceptance across the country. Notably, the internal structures of football teams have a huge influence on the manner in which the outside world perceives it. Harmony among the team members and the coaches is a critical ingredient in achieving the objectives.

The second objective of the team is to help teams improve their fan base across the country. It is notable that there are some teams that have a small presence of fans across the country and most of these are attributed to the manner in which players conduct the affairs of the team. In circumstances where cohesion is lacking and all players pulling in separate ways, it would be massively difficult for such a team to put up an impressive display. As a result, the team will have a low fan base among the lovers of college football across the country.

Finally, the plan is intended to improve g the profile of the football team as one of the most efficient and competent entities in the American football fraternity. It is a plan that would make the team acceptable among the fans as well as making it attractive to new players. The approaches developed will make the unity and philosophy of the team acceptable to the national audience. The plan would accelerate team development.

**SWOT analysis**

|  |  |
| --- | --- |
| **Strengths**   * The American college football has a huge following across the country * The American college football has strict policies entrenched in law, and these have been important in improving management | **Weaknesses**   * In the recent years, the quality of college football has been declining due to several factors * The professionalism of some teams have been put into question after cases of misconduct continued to arise. Coaches and players have been engaged in some elements of misconduct, thus affecting the image of the sport. |
| **Opportunities**   * The American fan base of the rise and that is likely to be useful to the sport (Hoffman et al, 2009) * Sporting facilities are being improved in the colleges and thus should enhance team performance | **Threats**   * The rules of NCAA which prohibit remuneration of players are affecting the development of the teams * The safety and wellness of players are some of the issues that most players raise, and these affect their competitiveness (Singer, 2008). |

**The marketing plan**

The unity of a team is the most important aspect of any sport. It is important to make sure that there are harmony and unity of purpose among the players. The plan, in this case, is to make sure that on the new college signing day, the new players are shown the camaraderie that exists in the group. Right from the coach to the leadership of the team, there should be some element of team spirit. For example, during meals, all the members of the team should be given the freedom to select the foods or snacks that they want to eat. Besides, it is important to have all the team members eating at a common point. When it comes to meals, it is essential to make sure that none of the players is given special privilege with regards to the choice of menu.

In this plan, the primary goal is to make sure that there is a culture of unity and camaraderie among the players and the coaching staff. New players should be introduced in an environment where they will be readily accepted by the players and the management. In the presence of this culture, it would be possible for every player to fit in the group almost seamlessly. In that respect, the team would be attractive to players across the country.

**Planning process**

*Understanding the consumer needs*

The primary targets of this plan are the fans of college football across the country. Traditionally, the American college football was followed mainly by students across the country. However, in the recent past, the demographics have changed and all classes of people, both men, and women, have started following American College Football. The diversity of this targeted audience means that it would be important to make sure that mechanisms are put in place to reach this audience effectively. Most importantly, it is essential to recognize that most of the lovers of the college football events are individuals in their youthful age. In an era where technology is central to the live s of these young people, it is essential to make sure that the marketing approaches that are being put in line with these trends, especially with regards to the use of technology. The young generation sees themselves as the custodians of the symbol of digital generation, and they are the biggest users of the new forms of technology in the country.

**Marketing selections decisions**

*Positioning*

**‘Planning today for the future of American college football.’** The position of this plan is to plan for the future of American football. The statement intends to draw the attention of the targeted audience to the fact that there is a need to have a plan that would steer American college football to the next level.

**Marketing mix decisions**

*Product*

The marketing plan is an essential document in helping to steer organizations to different levels of organizational achievement. An organization that is relying on this document is likely to achieve its growth potential. In the first case, the plan will be helpful in improving the image of the team to the audience throughout the country. Apart from the fans, the document would also be useful in making sure that the team is attractive to some of the best talents in the industry. The plan aims to brand the team as an institution that appreciates and incorporates diversities in its approach to sports in the country.

*Promotion*

As was indicated earlier, while the fan base of college sports has diversified to include people from all age groups, youths continue to be the dominant fans in the audience. In the current digital era, youths are increasingly using social media in their engagements. The traditional media such as television and newspapers are losing the batter to the social media platforms since they provide the entertainment that the youths craze. Subsequently, the promotion will use various forms of social media such as Facebook to reach the targeted market. The **A**ttention of the youths will be drawn by coming up with a colorful advertisement which is entertaining and informative. In the same Vein, **I**nterest will be attracted by giving a promise of the benefits that will be accrued in this program (Nguyen & Hoang, 2010). **D**esire will be stimulated by indicating the past achievements that similar programs have achieved either in the country or other parts of the globe. Finally, **A**ction will be achieved when the market is provided withal the information that they may need with regards to the plan.

*Pricing*

There are a lot of factors that influence the pricing of promotional services. One of the factors includes the cost of the media platforms that are to be used in such exercises. It would be important to make sure that all these factors are factored in before coming up with the pricing (Armstrong et al, 2015). However, in most cases, the industry standards and practices will guide the pricing approaches.

*The schedule issues*

Scheduling is an important success factor in promotion. The new player signing day usually starts from the 20th to the 22nd of December each year. To be effective, the promotion needs to be done at least 2 two weeks before the events begin. By the beginning of December each year, plans should be underway on the modalities of the promotion. The promotion should go on until the time when the signing period is closed.

**The Advertising plan**

Advertising is an art that requires individuals to pay attention to details. The primary approach to advertising is planning. Before any advertisement is undertaken, it is important to come up with a plan with regards to the approaches to be used. Firstly, it is essential to understand the nature of the targeted audience and their habits. Earlier on, it was indicated that most of the fans of the college football are young people who have a huge presence in the social media. In that regard, the advertising costs should be invested heavily on various social media platforms such as Facebook. That would be in a position to reach a huge portion of the college football audience in the country.

References

Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2015). *Marketing: an introduction*. Pearson Education.

Hoffman, J. R., Ratamess, N. A., Klatt, M., Faigenbaum, A. D., Ross, R. E., Tranchina, N. M., ... & Kraemer, W. J. (2009). Comparison between different off-season resistance training programs in Division III American college football players. *The Journal of Strength & Conditioning Research*, *23*(1), 11-19.

Nguyen, Q. N., & Hoang, P. M. (2010, May). Push delivery of product promotion advertisements to mobile users. In *Proceedings of the Pervasive Advertising and Shopping 2010 Workshop, Helsinki, Finlandia*.

Singer, J. N. (2008). Benefits and detriments of African American male athletes' participation in a big-time college football program. *International Review for the Sociology of Sport*, *43*(4), 399-408.