

HSS 5263 – SPORT MARKETING

Marketing Plan Assignment

Task: Assume that your group has been contracted as a marketing consultant by the respective sport organization, and have been asked to develop and submit a marketing plan to them.

The marketing plan is a comprehensive, written framework for strategically obtaining marketing objectives. A sport marketing plan can be written for a single sport product/service, a group of products/services, a new promotional strategy, or an entire sport organization.

The Marketing Plan should include the following:

1. **Executive Summary** - a condensed overview of the marketing plan.
2. **Introduction** - description of the business; product/service analysis.
3. **Business Objectives** of the organization and the specific **Marketing Objectives**. Explain how the proposed event/activity contributes to these objectives.
4. A **Situational Analysis** (the economic climate, financial status of the organization, demand trends, political environment, competitors, etc.). Discuss the Strengths, Weaknesses, Opportunities, and Threats (SWOT).
5. A summary of **Consumer Information**. Discuss information that you have obtained on the organization's consumers (due to primary or secondary research). Also, discuss the means of obtaining consumer information via a marketing information system.
6. **Marketing Strategies:**
 - A. A discussion and presentation of a strategy for **Market Segmentation**
 - * What will serve as the basis for segmentation, and why?
 - * Provide an analysis and rationale for selecting the target markets?
 - B. A discussion of the **Product** (what is the core product, what are the product extensions).
 - C. A discussion and presentation of the **Pricing Strategies**.
 - D. A discussion of the **Place** the event is held and means of its **Distribution**.

- E. A comprehensive **Promotional Plan**. Discuss the means in which you will promote this activity/event. Include the elements such as advertising; personal selling; promotional licensing; public relations activities, etc. Provide samples of the elements discussed in your promotional plan (such as flyers, brochures, an audiocassette recording of radio announcements, video of television commercial, etc.).
- F. Develop a plan to secure **Corporate Sponsorships**.
7. A presentation of a **Timeline** for implementation/plan of action.
8. A discussion of methods of **Evaluating** the plan/marketing strategies.
- *Note: each group should try to gather some primary or secondary information pertinent to the activity/event - by designating one person to call the organization (be sure to identify yourself as a graduate student at OU working on a project for a Sport Marketing class) and/or by doing internet or library searches for the needed background information.*
 - *The marketing plan should be thorough and detailed enough so that a person could actually implement it based on the information and suggestions contained therein.*

WRITTEN GUIDELINES FOR MARKETING PLANS

- The marketing plan should be approximately 12-15 pages (excluding the executive summary and any references), typed and double-spaced with pages numbered.
- The marketing plan should include a marketing mix grid illustrating your ideas.
- You should be creative and innovative, using any graphics that will supplement your ideas, and the overall presentation of the plan.
- Each group member is expected to contribute to the overall written plan in an equitable manner. At the conclusion of the course, each student will be asked to evaluate the contribution of each group member.
- The marketing plan will be graded based on the content/substance, accuracy of information, creativity, and overall presentation of the information.
- Written Plans are due **Wednesday, November 29, 2000.**

ORAL PRESENTATION OF MARKETING PLANS

Students should be prepared to make a professional 20 minute oral presentation using Power Point (or related) software to the class. Each group member must contribute to the oral presentation. Oral Presentations will be given Wednesday, **November 29th.**