SPB565: Sport Marketing Plan – Final Project

Students must complete a Sport Marketing Plan throughout the term as their final project. The Sport Marketing Plan project helps students to meet these SPB565 course objectives:

- Explain the intricacies of the sport marketing mix, sport marketing analysis, and sport marketing planning through the integration of socially responsible and ethical practices.
- Appraise the value of sport marketing research internal reports, intelligence systems, decision support systems, and consumer behavior analysis to better understand consumers and make appropriate strategic decisions for sport organizations.
- Measure the relationship of quality product and logistical management to successful retail management, sales management, and e-marketing management.
- Recognize the role of communication management in the enhancement of promotions, advertising, and sponsorships for various sport businesses.
- Understand the emergence of social media and networking; international and global marketing; and the emerging sociological concepts of relationship and experience management; social marketing, and recovery marketing in future sport marketing efforts.

The Project Schedule section of this document outlines the Sport Marketing Plan milestones throughout the term. Please note:

- For each deliverable, your instructor will provide feedback in order for you to make modifications for incorporation into your final Sport Marketing Plan submission.
- Your modified, final Sport Marketing Plan is due at the end of Module 7
- An audio PowerPoint presentation summarizing the key points of your Sport Marketing Plan is due during Module 8.

1. Executive Summary
   Include in Deliverable #5 - Due at the end of Module 6
   The Executive Summary is written last but appears first. This summary addresses the key focal points only. It is a concise review of the whole plan. This summary is very important so prepare it with care! This should be no more than 2 pages.

2. Introduction/Background
   Include in Deliverable #5 - Due at the end of Module 6
   This section includes the organization’s mission statement (purpose of the business) and gives a general overview of the company. The overview can include information about top-line sales, product categories, current marketing, geographic markets, and any other basic background information to help someone become familiar with the company. This normally is between 3-4 pages.

3. Products/Services
   Include in Deliverable #1 - Due at the end of Module 2
In this area, please describe the current sport products and services offered by the company (Product Offerings). Consider addressing the following questions:

a. Does their product offering include a “physical” sport product (sporting good) or a sport “service” product (sport event) or is it a combination of both?

b. What makes their products/services unique? (Their key point(s) of difference vs. similar products from competitors)

c. What is the “core” product offering and what are some of the supplementary products or services they offer (product extensions)?

This section will vary in pages based on the size of the industry. It is important to be detailed in your coverage of this section – more is always better.

4. **Situation Analysis (Include in Deliverable #1)**

Include in Deliverable #1 – Due at the end of Module 2

The situation analysis is critical because you cannot plan without knowing where you are! In this area you gather information (market research) from inside (internal) and outside (external) about the company and market environment. This includes:

a. Economic Climate— ex. macro and micro conditions and interest rates and currency fluctuations

b. Legal Environment— taxes, standards, licenses, free-trade agreements, trademarks, patents, liability etc.

c. Demographics— changes and their potential effects on target markets

d. Demand trends— supply and demand for sport product

e. Product Life Cycle—where in the product life cycle is their current core product? Any New Products being launched?

f. Technological trends— how is technology impacting/changing the sport company’s products and market? Will it still be around in 5 years?

g. Competitor Analysis— who are key “direct” competitors to your company?—what makes their products better? Who are “in-direct” competitors?

h. SWOT Analysis— Internal Strengths & Weaknesses /External Opportunities & Threats —from your sport organizations perspective

While this section will normally be 3-5 pages, the size of the industry and the completeness of the analysis will affect length.

5. **Analysis of Target Markets**

Include in Deliverable #2 - Due at the end of Module 3

This section includes the following:

a. Macro (overall view of group incl. wholesalers, retailers & purchasers) and micro views (specific consumer) of the target markets

b. Remember STP: Segmenting, Targeting & Positioning!

   i. Clearly understand consumer purchase decision & key influences

   ii. Consider the “Black box” consumer concept— many variables may go into the purchase behavior and decision, but only one output seen (buy or not buy)

   iii. How will you “segment” your consumers? Based on what?

c. Market Size
i. Based on info from situation analysis, what is potential “size” of your target market?
ii. Growth, demand trends, potential number of people

d. Market Research
   i. Primary, secondary information about target market & consumer
   ii. Primary-personal interviews
   iii. Secondary more general information (like SGMA reports-Sport Participation)
   iv. Quality of decisions depends on quality of information

e. Identify and Segment target markets based on usage (heavy, medium, light?)
f. Benefit segmentation— group consumers on why-purchase based on perceived/actual benefits received

g. Sport consumers are influenced by many factors. Identify the key ones as they relate to your Sport Marketing Plan/Product. Clearly state who your target consumer is!

This section will normally be 5-7 pages.

6. Sport Marketing Objectives
Include in Deliverable #2 - Due at the end of Module 3

Once you complete the mission statement, situation analysis, and identify the target markets you need a “game plan” to achieve the organizational mission; this involves setting goals that when achieved lead to completing the mission. It is important to establish marketing objectives that are “results-oriented” (attainable, motivational, and measurable). The process for setting objectives includes:
   a. Clarify competitive differential advantage to meet consumers’ needs & wants
   b. Be specific about your goals/quantify
   c. Set timeframe
   d. Constantly evaluate objects & need to modify as situation changes

This section should be able to be completed in 1-2 pages

7. Sport Marketing Strategies and Tactics
Include in Deliverable #3 - Due at the end of Module 4

Marketing strategy consists of the complete plan for accomplishment of the organization’s mission and stated objectives. In other words, this is your action plan!
   a. Traditional Market Strategies:
      i. New market penetration
         1. First may be best / but risky
         2. Can “fix” positioning in minds of consumer
         3. Have existing sport consumers buy at a higher rate (escalator concept based on usage rates) ex: Health Club members-retention
      ii. Market expansion
         1. Goal is to increase current product sales to new sport customers - increase market share
         2. Create new promotions/develop awareness
      iii. Product Development
         1. Create new products for existing customers (product line extensions)
2. What other products do sport customers need to satisfy their “sport product consumption experience”?

iv. Diversification
   1. New products for new sport consumers
   2. Niche Marketing-target small, definable segment of specialized consumers

b. Brand Management
   i. Meaning and value of brand
   ii. Positioning
   iii. Team as Brand-high loyalty

c. Relationship Marketing
   i. Interactions between company and consumer
   ii. Touch points / one-to-one
   iii. Cut through mass media marketing clutter

d. Tribal Marketing
   i. Focuses on connections between consumers
   ii. Survive on emotional connections
   iii. Linked by a shared passion/emotion

e. Tools for implementing strategy
   i. Interplay between the 6 P’s creates the “marketing mix”
      1. Product
         a. Meet or exceed needs & wants of consumer
         b. Defining “sport product” may be difficult—may be wide range
         c. Hard goods vs. services vs. events
         d. Mass market vs. customization (ex. Golf clubs—Callaway/Titleist)
         e. Benefit segmentation
      2. Price
         a. Pricing theories
            i. Supply-demand
            ii. Utility
            iii. Elasticity
            iv. Marginal costing
         b. Breakeven Analysis
            i. How many units needed to sell at certain price to cover all costs
            ii. Fixed and Variable costs
            iii. Cost per unit
      3. Place
         a. Place of distribution—store, fitness center, stadium venue etc.
         b. Brand image vs. volume
         c. Sport Consumer experience-multifaceted/many touch points
         d. Virtual place—internet – e-commerce

4. Promotion: Promotion is one of the most visible aspects of sport marketing. However, promotion includes more than just advertising.
Good promotional campaigns involve a high level of creativity, and should:

- Not just advertising
- Very visible side of sport marketing
- Create awareness
- Manage image & positioning
- Provide entertainment
- Activate purchase decision
- High level of creativity

5. Public Relations
6. People

This is the most significant part of the marketing plan and will probably be anywhere between 6-10 pages, based on the size of the industry and the scope of the research.

8. Implementation and Control
   **Include in Deliverable #4 - Due at the end of Module 5**

   This section addresses the following considerations:

   a. Implementation
      i. Execution
      ii. Team driven
      iii. Project Calendar (Gantt Chart) & Planning & Critical Path Method
         1. Identify key tasks
         2. Sequence
         3. Allocate time required to complete
         4. Build calendar/Gantt Chart (allow for concurrent sequencing of certain tasks as needed)

   b. Control
      i. Marketing information system/feedback-what type of information do you need to evaluate success?

   c. Evaluation
      i. What and when do you evaluate?
      ii. Against specific objectives in your marketing plan (milestone check points)
      iii. Regular monitoring

Depending on the size of the industry and the scope of the research, this section will be 2-4 pages with additional pages of support with calendars/Gantt charts

9. **GENERAL INFORMATION ABOUT FORMATTING**
   a. All references should be cited using APA
   b. All documents should be in Times New Roman 12 point Font
   c. Please make sure you spell/grammar check, and proofread your work.