**Sports and Entertainment Marketing Plan**

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| Evaluation | **% of Final Grade** | % of Communication | % of Application | % of Knowledge and Understanding | % of Thinking |
| Marketing Research Report | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| Promotional Strategies | 10% | 2.5% | 2.5% | 2.5% | 2.5% |
| Marketing Plan Presentation | 10% | 2.5% | 2.5% | 2.5% | 2.5% |

**Preamble**

Your firm’s amazing and fantastic (possibly mediocre) performance in this course has created buzz in the marketing world. Big business wants your expertise. You have a list of potential clients, but will need to provide a professional Sports and Entertainment Marketing Plan to win their business.

Create teams in pairs or threes. If your firm has more than three people, create two or more teams out of the firm. Each team needs to select a business (if there are two or more teams in the firm the teams in that firm must select a different business). For the selected business you will need; to conduct primary research and develop a Marketing Research Report, use the research to create Promotional Strategies and, finally, explain and pitch the marketing plan with a Marketing Plan Presentation.

There are three parts – Marketing Research Report, Promotional Strategies, Marketing Plan Presentation – each with separate instructions and rubrics on the following pages. As with all assignments in this class there will be a list of expectations (curricular relevance) and a list of instructions (how to approach the tasks). There is no preliminary step for this assignment. Good luck and have fun ☺

**Sports and Entertainment Marketing Plan Expectations**:

1. Demonstrate an understanding of the ways in which media businesses, sponsors, and advertisers target and attract audiences, and of how audiences use and respond to media works.
2. Analyse and draw conclusions about the influences of media and communication technology on society, culture, and the economy.
3. Explain the stages of product development; explain the factors involved in the pricing of goods, services, and events; compare a variety of distribution strategies and the logistics associated with them.
4. Demonstrate an understanding of the strategies involved in the promotion of goods, services, and events.
5. Explain the process of developing a marketing plan.
6. Develop a marketing plan for a good, service, or event; analyse the uses of a marketing plan.
7. Assess the challenges facing a business that wants to market a product internationally.
8. Compare the approaches taken by various companies to market their products internationally.
9. Demonstrate an understanding of the logistics of, and challenges associated with, distribution to local, national, and international markets.
10. Demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyse marketing-related information.
11. Explain the effects of new information technologies on marketing strategies and consumer trends.
12. Identify and describe various environmental, ethical, social, and legal issues that affect marketing activities.
13. Demonstrate an understanding of the potential for participation in the global marketplace.
14. Use a team-based approach to create a multimedia product.

The following businesses are options for the Sports and Entertainment Marketing Plan:

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| Business: Subway  Problem: They suffered a decline in sales due to competition from Chipotle and similar chains. The asthma controversy did not help and their former spokesperson was imprisoned after pleading guilty as a sex offender. Use sports and entertainment marketing to restore their image and increase sales. | Business: Lululemon  Problem: Their corporate image has suffered after the politically incorrect comments made by the CEO. There is desire to expand their consumer base beyond the female gender and Yoga practitioners. Use sports and entertainment marketing to restore their image and expand their brand. | Business: Hockey Canada  Problem: There is declining enrolment in youth hockey with a loss of market share to soccer and basketball. Hockey is expensive and is often viewed as economically and culturally exclusive. Use sports and entertainment marketing to increase enrolment and perceived accessibility. |
| Business: Puma  Problem: It trails Nike and Adidas in the industry and their North American presence is significantly less than the ubiquitous competition. Use sports and entertainment marketing to generate more visibility in North America. | Business: Air Canada  Problem: There is increasing competition from the United States and discount domestic alternatives like Westjet. Also, Air Canada lags behind other international carriers. Use sports and entertainment marketing to increase Air Canada’s brand awareness, both domestically and internationally. | Business: CIBC  Problem: It is the smallest of the big Canadian banks and it has much less of a presence with sports and entertainment exposure. Use sports and entertainment marketing to increase awareness of the brand similar to strategies used by TD, RBC, Scotia and BMO. |

Choose another business and ask the teacher for approval.

**Marketing Research Report**

Develop and conduct primary research by creating a survey and/or hosting a focus group. Communicate the results of the primary research and analyze the primary research in a written report.

**Marketing Research Report:**

1. Conduct secondary research on the business and market.
2. Craft five to ten questions for a survey or focus group and determine the key markets to target.
3. Make sure to include sports and entertainment.
4. Distribute the survey or conduct the focus group.
5. Organize and tabulate the responses and data.
6. Analyze the responses and data.
7. For the report; outline the purposes of the research, communicate the results, and, explain the results and how they could be applied to an overall marketing plan.
8. The report should be two pages in length, double spaced (if you use graphs you can extend to three pages).
9. Submit the Marketing Research Report on the presentation day (include a copy of the survey or a list of questions for the focus group).
10. For more specific instructions review the Marketing Research Survey Report.

**Marketing Research Report Rubric**

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Communication** | | | | | | | | |
| No direct, clear and concise questions; report was written with almost no clarity and concision. | Some direct, clear and concise questions; report was written with minimal clarity and concision. | | Mostly direct, clear and concise questions; report was written with some clarity and concision. | | | Direct, clear and concise questions; report was written with clarity and concision. | | Very direct, clear and concise questions; report was written with complete clarity and concision. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Application** | | | | | | | | |
| Report did not apply responses and data to support analysis. | Report barely applied responses and data to support analysis. | | Report almost adequately applied responses and data to support analysis. | | | Report applied responses and data to support analysis. | | Report brilliantly applied responses and data to support analysis. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Knowledge and Understanding** | | | | | | |
| No knowledge and understanding of marketing research. | Minimal knowledge and understanding of marketing research. | | Adequate knowledge and understanding of marketing research. | Good knowledge and understanding of marketing research. | | Superior knowledge and understanding of marketing research. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Thinking** | | | | | | | | |
| No valuable and astute insights. | Minimal valuable and astute insights. | | Somewhat valuable and astute insights. | | | Valuable and astute insights. | | Very valuable and astute insights. |
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**Promotional Strategies**

Develop promotional strategies utilizing various mediums. Create storyboards, example print advertisements and social media pages to illustrate ideas.

**Promotional Strategies Instructions:**

1. Use the primary research and additional secondary research to develop ideas for promoting the business.
2. View examples of promotional strategies.
3. Develop promotional strategies for print advertisements, product placement, radio commercials, television commercials, coupons/groupons, internet advertising and/or social media.
4. Make sure to include a sports and entertainment angle.
5. Create plans or finished products, either electronic or hardcopy, to illustrate the ideas (could include storyboards, print advertisements, social media pages, charts, videos, among others).
6. Display the promotional strategies during the presentation and, when applicable, submit e or hard copies.

**Promotional Strategies Rubric**

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Communication** | | | | | | |
| Promotional strategies were not communicated. | Promotional strategies were partially communicated. | | Promotional strategies almost adequately were communicated. | Promotional strategies were effectively and clearly communicated. | | Promotional strategies were beautifully and clearly communicated. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Application** | | | | | | | |
| Promotional strategies were not applied. | Promotional strategies were barely applied. | | Promotional strategies were almost adequately applied. | | Promotional strategies were well applied. | | Promotional strategies were brilliantly applied. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Knowledge and Understanding** | | | | | | |
| No knowledge and understanding of promotional strategies. | Minimal knowledge and understanding of promotional strategies. | | Almost adequate knowledge and understanding of promotional strategies. | Good knowledge and understanding of promotional strategies. | | Superior knowledge and understanding of promotional strategies. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Thinking** | | | | | | | |
| The map has no marketable theme and does not capture the iconic. | Promotional strategies | | Promotional strategies are average. | | Promotional strategies are sound. | | Promotional strategies are convincing and clever. |
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**Marketing Plan Presentation**

Design and communicate a marketing plan for the selected product. Use Powerpoint (or a suitable alternative) to present the research and associated promotional strategies.

**Marketing Plan Presentation Instructions:**

1. Review the research and promotional strategies.
2. Design a Powerpoint to walk the audience through the marketing plan.
3. Make sure to include; the business, problem, niche, competition, the survey or focus group questions, the survey or focus group results, the analysis of the results, the link between the results and the promotional strategies, the promotional strategies and a conclusion.
4. Make sure to include sports and entertainment.
5. Practice the presentation (do not read from notes or Powerpoint slides).
6. The presentation should be about 10 minutes in duration.

**Marketing Plan Presentation Rubric**

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Communication** | | | | | | | |
| The Marketing Plan was not sold to the audience; marketing vocabulary not employed. | The Marketing Plan was barely sold to the audience; marketing vocabulary minimally employed. | | The Marketing Plan was almost adequately sold to the audience; marketing vocabulary somewhat employed. | | The Marketing Plan was effectively sold to the audience; marketing vocabulary well employed. | | The Marketing Plan was convincingly sold to the audience; marketing vocabulary superbly employed. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Application** | | | | | | | |
| Research not applied and linked to promotional strategies. | Research barely applied and linked to promotional strategies. | | Research partially applied and linked to promotional strategies. | | Research applied and linked to promotional strategies. | | Research cleverly applied and linked to promotional strategies. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Knowledge and Understanding** | | | | | | | |
| Almost no knowledge and understanding of marketing concepts and strategy. | Below average knowledge and understanding of marketing concepts and strategy. | | Average knowledge and understanding of marketing concepts and strategy. | | Good knowledge and understanding of marketing concepts and strategy. | | Thorough knowledge and understanding of marketing concepts and strategy. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Thinking** | | | | | | | | |
| A disorganized and ineffective marketing plan. | A mostly disordered and not particularly clever marketing plan. | | A somewhat well sequenced and at times clever marketing plan. | | | A well sequenced and clever marketing plan. | | A logically sequenced and exceedingly clever marketing plan. |
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