



# Sports Marketing

|                          |   |
|--------------------------|---|
| <b>Project Scope</b>     | <p>In this topic, small teams of students will work together to analyse your organisation and develop evidence based marketing strategies and recommendations. While the student teams will work with you to determine the aspects of your organisation that will be useful to explore as part of this topic, some areas that students will be equipped to work on include: identifying and evaluating sponsorship opportunities, enhancing attraction and retention of sports consumers, developing marketing strategies aimed at enhancing the social and sustainability impact of your organisation, and developing marketing strategies for sports events.</p>                            |
| <b>Intake</b>            | <p>This topic is offered during our semester two intake (August–November)</p>   |
| <b>Key Commitments</b>   | <ul style="list-style-type: none"><li>• Student/client briefing session (Teaching Week 3)</li><li>• Student elevator pitches to client (Teaching week 8)</li><li>• Final student presentations to client (Teaching Week 12)</li></ul>   |
| <b>Project Outcomes</b>  | <p>The student teams working on your organisation will produce three main pieces of work, including:</p> <ul style="list-style-type: none"><li>• The Elevator Pitch: Each student team will prepare a short but compelling pitch detailing their initial strategies and recommendations.</li><li>• Final Presentation: Each student team will detail their final research findings and strategic recommendations in the form of a more comprehensive presentation, and provide details on how they should be implemented.</li><li>• Final Report: Each student team will submit a professional report outlining all stages of their project research and strategic recommendations.</li></ul> |
| <b>Mode of Delivery</b>  | <p>This program is offered in person.</p>   |
| <b>Participation Fee</b> | <p>There is no participation fee for this program.</p>  |