

Names: _____

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Marketing Plan Project

Instructions / Project Information:

You have a new expansion team in a city that has not had basketball team before. Your job is to get the people of the city excited about a new team and create fans and team loyalty. You will need to work efficiently and communicate well with your team members. Everyone will have a responsibility and everyone will be held accountable. You will create this final project as professionally as possible. Be original in your work, do not copy/plagiarize other companies' or teams work. Be creative, realistic and neat

You will create a written report identifying your team, the challenges your team faces as a new start up team. The report will outline the details and process of the strategies used to overcome and promote this upcoming season, 2017-2018. Your documents will be printed out in color. (I have a color printer for you to use, your report will be printed out and combined with your items to complete the marketing plan)

Step 1: Create a cover page. Team Name, Team Logo, Team members, Date)

Step 2: Identify your target market

Who is going to be coming to games? (Demographics)

What other professional sports teams will you be competing with, direct and indirect? Within the city area and other NBA teams?

Step 3 Marketing strategies

What is your strategy to accomplish this large task given to your marketing team?

What are your marketing strategies? (If you don't know what this means, look it up and research it)

What is the frequency of producing parts to your strategy?

Step 4: Promotional Mix

See back of paper for information

Step 5: Conduct a SWOT analysis for your team.

Create a diagram and include 3 or more points for each section.

Included in the report will be detailed paragraphs providing the rationale for the information you stated in the SWOT diagram

Promotional Mix Assignment

You will create a professional looking item for each of the following parts to the promotional mix. Brainstorm together and come up with the best idea that would be effective towards your fans.

Advertising

Definition: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Ideas:

Direct Marketing

Definition: A form of advertising in which physical marketing materials are provided to consumers in order to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television or over the radio.

Ideas:

Personal Selling

Definition: Personal selling is a promotional method in which one party (e.g., salesperson) uses skills and techniques for building personal relationships with another party (e.g., those involved in a purchase decision) that results in both parties obtaining value.

Ideas:

Public Relations

Definition: The profession or practice of creating and maintaining goodwill of an organization's various publics (customers, employees, investors, suppliers, etc.), usually through publicity and other nonpaid forms of communication. These efforts may also include support of arts, charitable causes, education, sporting events, and other civic engagements.

Ideas:

Sales Promotion

Definition: Stimulation of sales achieved through contests, demonstrations, discounts, exhibitions or trade shows, games, giveaways, point-of-sale displays and merchandising, special offers, and similar activities.

Ideas: ..

Sports Marketing Plan Project

Marketing Strategies <i>(Information evaluated from report)</i>	Point Value Excellent – 10, Good/Average – 8, Needs Improvement – 5, Did not complete – 0	
Pricing		
Place / Location		
Product		
Target Market		
<ul style="list-style-type: none"> • Demographics (complete analysis) • Competing teams/events 		
Promotional Mix Elements		
1. Advertising		
2. Direct Marketing		
3. Personal Selling		
4. Publicity/Public Relations		
5. Sales Promotion		
*SWOT Analysis –		
	<i>Detailed Paragraph</i>	<i>Summarized in Diagram</i>
• Strengths	6 _____	4 _____
• Weaknesses	6 _____	4 _____
• Opportunities	6 _____	4 _____
• Threats	6 _____	4 _____
Peer Evaluation – Team Member Name		
		Individual Team Member Score
1. _____	Responsibilities:	_____/10
2. _____	Responsibilities:	_____/10
3. _____	Responsibilities:	_____/10
4. _____	Responsibilities:	_____/10
Total Point Value		170

*The image below shows topics that may be included in the SWOT Analysis, but remember your analysis must be business specific. This example is not business specific. It is ONLY provided to help generate ideas.



Promotional Mix Scoring Rubric:

- 10pts: Professionally made. Draws eyes and easy to understand message and purpose. Is a direct example of the category.
- 8pts: Well done, looks nice. Gets attention and somewhat easy to understand message and purpose. Is a direct example of the category.
- 5pts: Quick work and no attention to detail. Weak appearance, does not convey clear message or purpose. Is not a good example of the category.
- 0pts: Did not complete or attempt

MARKETING PLAN RUBRIC

Criterion	Performance		
	Needs Improvement	Average	Excellent
Product/Service Score ____ /10	Little to no information is provided on the product or service, its features and benefits, or its competitors. (5 Points)	The plan describes the products and/or services; however, detail on the features, benefits, and competitors is lacking. (8 Points)	The plan contains details of the business' products and/or services. The plan describes each product and/or service from the customer's point of view, listing its features and benefits. The plan identifies key competitors and explains how your product/service is positioned to compete. (10 Points)
Target Market Score ____ /10	The plan fails to describe the target market(s). Little or no demographic information has been included. (5 Points)	The plan contains only a brief summary of the target market. Not all target markets have been identified. Fewer than three demographics have been included. (8 Points)	The plan describes the demographics of the target market(s), including details such as age range, gender, location, education, income level, and how they use similar products/services. (10 Points)
Promotion Score ____ /10	The plan does not include a promotional strategy. (5 Points)	The plan summarizes a promotional strategy; however, no details of the strategy are provided. For example, the plan does not explain why the strategy will make customers want the product/service. (8 Points)	The plan contains a strategy for promoting the product/service. Details are provided of how you will make your target market aware of and want to buy the product. The plan explains why this strategy will be effective. Any promotional sales, rebates, or social marketing programs are summarized. (10 Points)
Pricing Score ____ /10	The plan does not give a complete pricing structure; some products or services are missing. No rationale for the pricing strategy is given. (5 Points)	The plan presents the pricing structure but does not explain how the prices were determined. (8 Points)	The plan presents the pricing structure and explains why/how these prices were determined. (10 Points)
Location Analysis Score ____ /10	The plan simply lists a location or does not provide a location. No rationale for the location choice is provided. (5 Points)	The plan explains where the business will be located but does not provide rationale for choosing the location. (8 Points)	The plan explains where the business will be located and why that is a good location. (10 Points)

Criterion	Performance		
	Needs Improvement	Average	Excellent
Placement & Distribution Score ____ /10	The plan identifies the placement of the product or service. No other details are given regarding rationale or distribution. (5 Points)	The plan describes where the product will be placed. Little or no distribution information has been provided. Rationale for the distribution and placement choices is weak or has not been provided. (8 Points)	The plan summarizes a strategy for distributing the product/service. It explains where the product will be placed and provides rationale for the distribution and placement choices. (10 Points)
Formatting, Grammar & Citations Score ____ /5	The plan has many spelling or grammatical errors. No citations have been provided. The plan has not been formatted using the template. (3 Points)	The plan contains more than 2 spelling or grammatical errors. Citations, if needed, have been created but not according to APA style. The plan is formatted according to the headings and spacing found within the template. (4 Points)	The plan contains no more than 2 spelling or grammatical errors. If any sources have been referenced, proper citations have been created using APA style. The plan is formatted according to the headings and spacing found within the template. (5 Points)