

Instructions

You will notice that the Detailed Marketing Plan (DMP) contains sections that were in your Basic Marketing Plan (BMP). This is deliberate. You are permitted to use the content of the BMP in your DMP but in doing so, you are required to take account of your tutor's feedback and your own self-reflection in order to improve upon your previous work (as applicable). If you received feedback that a section of your BMP was excellent then you may not need to modify it too much, if at all. That said, there are always ways to improve.

Once you have updated the sections in your BNP, you should complete the new sections in the DMP.

Important:

Define each marketing term and link that definition to an academic reference (not some business website you found on the front page of Google or Wikipedia).

When citing examples of marketing practices by your sport organisation, link it to the relevant theory and cite a reference for that theory. For example, if your sport organisation charges different prices for tickets for different matches, then link that practice to the relevant strategic pricing tactic (theory).

Look to the Future

As much as possible, your DMP should outline – from a marketing perspective – what the Sport Organisation should do in the near future to achieve its objectives. Think of it as more of a 'road map' (sorry I'm sure we are all sick of that term) rather than a list of things that are currently being done. There will be some elements, such as Strengths and Weaknesses in the SWOT that are necessarily about the present day but most sections should inform Management of what needs to be done. This requires some critical thinking. If the sport organisation is currently second in market share, is it desirable to seek to gain more? Maybe this would cost too much or is an unrealistic objective. Should the positioning of the brand change? How is the organisation seen and how do you think it should be seen?

The Detailed marketing Template is on the next page. It is a guide to help you set out your DMP. Marks and word count are also a guide only. Some organisations may differ as to the amount of detail required in a particular section. Be guided by what you think your CEO needs to know rather than rigidly following the distribution of words and marks.

Good luck!

1. COVER PAGE

2. TABLE OF CONTENTS

3. EXECUTIVE SUMMARY (300 words) **3 marks**

Tip: An Executive Summary is NOT an Introduction. It should summarise the entire document and include all the 'best bits'. It's like telling somebody about the best bits of a film you watched and deliberately giving away the ending. It's called an Executive Summary because it's designed to allow busy CEOs etc to be able to read only this section to understand the intent of the entire document.

4. BRIEF HISTORY OR BACKGROUND OF ORGANISATION OR EVENT (<300 words) **3 marks**

- a. Write a 'Statement of Purpose' otherwise known as a Mission Statement
- b. Write a Vision Statement in accordance with Smith & Stewart's definition

Both of these can be 'made up' by you. In fact, it's preferable unless you think the current ones are perfect.

5. S.M.A.R.T OBJECTIVES & RESEARCH (Approx 400 words) **6 marks**

- a. List three (3) S.M.A.R.T objectives taking care to ensure they meet the S.M.A.R.T definition.
- b. Advise what type(s) of research the sport organisation will carry out to identify target audience and motivation of your sport's consumers.

6. S.W.O.T. (400 words) **6 marks**

- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats

If you choose to include a SWOT table, explain why the points you raise in each element of the SWOT matter to your chosen sport organisation. For example, if you include as a strength a large fan base, explain *why* this is important to the club.

7. COMPETITOR ANALYSIS (400 words) **6 marks**

- a. Competitors
 - i. Immediate Competitors
 - ii. Secondary Competitors
 - iii. Indirect Competitors
- b. Dimensions
 - i. Geographic Scope (what is the realistic reach of the sport organisation?)
 - ii. Market Share & Position (not the same as 'positioning')
 - iii. Brand Positioning & Target Market(s)

8. MARKETING MIX (600 words) **8 marks**

- a. Product
- b. Price
- c. Place
- d. Promotion

Take note of Instructions on page one.

9. SPONSORSHIP TARGETS (300 words) **3 marks**

MGT1SMK Sport Marketing – Detailed Marketing Plan Template

Identify one **non-sport organisation** that you think would make a 'good fit' as a new sponsor for your sport organisation (do not choose a current sponsor). A 'good fit' can be defined as organisations that have similar market positioning or brand identity. For example. Rolex and Wimbledon, Rolex and Sailing. Whereas Rolex and UFC is not a good fit. What benefits might your sport organisation have that would be attractive to a potential sponsor?

10. **RECOMMENDATIONS** (200-300 words) **3 marks**

This is where you tell the CEO what your top two or three ideas are. They are specific examples of implementation. For example, to help achieve greater participation, your recommendation is to a "first season free" for junior players under the age of 12.

11. **BIBLIOGRAPHY** (not included in word count) **2 marks**

Total word count: Max 3,000 +/- 10%