TOPIC; Sports Marketing

Description

Task: You have recently appointed SPORTEX\* Marketing Manager, a sports event management company specialized in triathlon and endurance events. Your main competitors are IRONMAN and XTERRA. As a Marketing Manager you need to prepare a report for regarding the product development, marketing & communication and sponsorship initiatives You need to prepare a report to the management team answering the following questions: Q1. Develop a relevant product concept in order to gain customers from competition and attract new customers Q2. Suggest specific initiatives to strengthen customers’ experience Q3. Develop an IMC plan for the new products Q4. Develop a sponsorship proposal to attract sponsors Formalities: - Wordcount: 3000 words - Cover, Table of Contents, References and Appendix are excluded of the total wordcount. - Font: Arial 12,5 pts. - Text alignment: Justified. - The in-text References and the Bibliography have to be in Harvard’s citation style. Individual task It assesses the following learning outcomes: Outcome 1: understand the sports product development Outcome 2: understand how to plan an IMC plan and how to attract sponsor