# Marketing in sport

* Choose your (favourite) sports club / sports event / sports brand and prepare marketing analysis and proposal.

CONTENT

* Basic analysis of the club and the area
	+ PESTLE analysis
	+ Porter analysis
	+ SWOT analysis
	+ Internal processes (if you know them)
* Marketing analysis
	+ Social Media
	+ Website
	+ Partners
* Proposal
	+ Communication strategy (at least 1 month)
		- Social Media
		- Website
		- Partnership offer
		- Event for fans
		- Anything else that comes to your mind ☺