

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 😊