

Teams will analyse their case and identify possible market segments using the criteria given.

Each team will select one or two key segments to focus on for their sports business.

The teams will create a profile of the ideal customer for the selected segments (age, gender, interests, lifestyle, etc.).

Case Study 1: City Running Race

Description: The City Running Race is an annual sporting event held in the city centre. The race includes different categories such as half marathon, 10km run and family run. The aim of the race is to promote a healthy lifestyle and attract the general public.

Objectives:

To increase the number of participants by 20% compared to the previous year.

To encourage local community and school involvement.

Increase awareness of the race and its health benefits.

Case study 2: Local football club

Description: The local football club is an amateur sports team that plays in a regional league. The club has a long tradition and a strong fan base, but needs to increase the number of spectators at matches and attract new sponsors.

Objectives:

To increase the number of spectators at home games by 30%.

Find new sponsors to fund the club.

Improve the marketing activities of the club and strengthen its image.

Case Study 3: Fitness Centre

Description: A newly opened fitness centre in the city centre offers a wide range of exercise programmes and modern equipment. The centre seeks to attract new members and retain existing customers through various marketing activities.

Objectives:

To increase the number of new members by 25% within the first three months.

Retain existing customers through loyalty programs.

Increase awareness of the fitness center and its benefits through social media and other marketing channels.

Case Study 4: International Volleyball Tournament

Description : The International Floorball Tournament is a prestigious sporting event that attracts teams from all over the world. The tournament is held every year and is an

important event for the floorball community. The organizers want to increase the number of spectators and media watching the tournament.

Objectives:

To increase the number of spectators at games by 40%.

Attract more media coverage and increase awareness of the tournament.

Find new sponsors and partners to support the tournament.

These case studies should provide students with different scenarios and situations to analyze and to which they can apply their knowledge of market segmentation and target groups. What do you think about them?

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