

Exercise: Designing a marketing strategy for a sports event

Exercise objective

Students will learn the basics of creating marketing strategies and apply the knowledge gained to a real case. They will learn how to identify target groups, set objectives and select appropriate marketing channels.

- Who is the target audience?

Objectives. (increase participation, awareness, profit)

Marketing channels: Where and how to promote the event?

Budget: How to allocate the available funds effectively?

- 1) Charity run for a children's hospital
- 2) Regional floorball tournament
- 3) A recruitment event for a local football club
- 4) A sports day for families with children

Creating a marketing strategy:

- Identifying the target audience.
- Identifying 2-3 marketing objectives.
- Designing marketing channels (e.g. social media, posters, working with local media).
- Budget allocation (e.g. 50 000 CZK).
- Design of the creative concept (e.g. slogan, visual style of the campaign).