

Instructions for the final presentation

Sport club / sport event analysis

1) Brief background and introduction

2) Strategic analysis

- a. PEST(LE) analysis
- b. Porter analysis
- c. SWOT analysis

3) Marketing analysis

- a. Social Media
- b. Website
- c. Partners

4) Proposal

- a. Communication strategy
 - i. Social Media
 - ii. Website
 - iii. Partnership offer
 - iv. Special event for fans
 - v. Anything else that comes to your mind 😊
- b. Contact list - attachment
 - i. At least 3 contacts each for a basketball, football, futsal, handball and volleyball youth clubs (U10 – U18)
 - 1. Name+Surname (coach / coordinator)
 - 2. Email
 - 3. Phone (if possible)
 - 4. Club website