

Honors Contract Proposal Example: Marketing

HONORS CONTRACT PROPOSAL COURSE INFORMATION

COURSE: SPM 3004, Principles of Sports Management

HONORS CONTRACT PROPOSAL

PROVIDE A TITLE FOR YOUR HONORS COLLEGE CONTRACT PROJECT

Chapter 7: FGCU Sports Marketing Application

EXPECTED ATTRIBUTES & OUTCOMES

Field-based application of course content/concept, Increased depth, scope, and/or rigor of existing course assignment, Increased interaction between student and instructor, Performance (research, writing, creativity, and/or synthesis) at an advanced level

RESPONSIBILITIES & OPPORTUNITIES

To complete this assignment, the student will need to select and attend an FGCU sporting event. The student will be required to research the current FGCU marketing tactics for the event prior to the game they will be attending. During the game they will be tasked with not only watching, but writing notes on in-game promotions, the fans the promotions target, how many people are there, and what type of people attended (students, adults, kids, etc.). After attending the event the student will have to research how the University got the information out from the game (social media, press release, news, etc.) and document it. Upon gathering all available information and research, the student will have to create new ways the University could market their games, or ways that they could improve their current tactics. They will be tasked with taking pictures throughout this project and documenting all information and will submit a PowerPoint Presentation including all of the elements mentioned above. The purpose of this project is for real life application in Sports Marketing directly from Chapter 7 in our textbook, the student will be able to take concepts taught in the classroom and experience them first hand and brainstorm for improvements to the current system.

WHAT WILL THE STUDENT LEARN (LEARNING OUTCOMES) AS A RESULT OF THIS HONORS CONTRACT?

The student will learn the Sports Marketing process in a real world application and study firsthand how the University is marketing athletic events to our students and our community. They will learn how to take writing from out of the textbook and apply it to our own athletic department and offer suggestions for how current methods could be improved.

NOT INCLUDING COURSE MATERIALS (SUCH AS TEXTBOOKS), WHAT ADDITIONAL RESOURCES WILL BE USED TO COMPLETE THE PROJECT?

PowerPoint, Photography, News, Press Releases, Social Media, FGCU Athletics Website, FGCU Sporting Event.

HONORS CONTRACT TIMELINE

Month of February: Attend FGCU Sporting Event (Prepare proper pre-event research)

Friday March 13th: Have sporting event complete and post-game analysis complete (Research on how FGCU got results out on outcome of game).

Friday March 27th: Suggestions for FGCU Athletics to get more people to that specific sporting event completed.

Friday: April 17th: Completed PowerPoint Presentation Due with all of the required information.

DESCRIBE THE FINAL PROJECT, WHICH SHOULD BE SEPARATE AND DISTINCT FROM THE COURSE ASSESSMENTS. THE RESULT OF A SUCCESSFUL CONTRACT SHOULD BE TANGIBLE.

The student will be completed an entirely additional research project and PowerPoint presentation on a real life application from a chapter in our textbook. The result of a successful contract will be an accurate analysis of the current marketing tactics and educated responses on how these could be improved in a professional PowerPoint format.