

Re-Examination Sport & Event Marketing

1. Case study Sport marketing using the example of a professional sport club (or sport event)

Task: Please describe the marketing of a professional sports club (or sport event) of your choice. (Consider all markets we have dealt with – Ticketing, Hospitality, Commercial, Broadcasting.) What could be improved? Make one concrete suggestion per market. (length: 15 pages)

2. Marketing of a fitness gym

Task: Select a fitness gym and describe its product, pricing, communication and distribution policies. What could be improved? (length: 5 pages)

- length: 20 pages (font: Arial; font size: 11; line spacing: 1.15)
- due date: 23.59h, 13th May
- max. points to be gained: 100
- submission via email to stefan.chatrath@ue-germany.de

Good luck!