

Strategic Sport Marketing Plan for Australian Institute of Sport



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GRIN Verlag Feb 2014, 2014. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Illinois at Chicago, language: English, abstract: The business sector has always realized the importance of developing a strategic marketing plan. Similarly, the sports sector has also recognized the need to establish a marketing plan to ensure high-quality performance and success. Many researchers in the field of sports argue that sports will not survive without a strategic marketing plan. The reason for this is the increased competition inherent in the entertainment industry. The A.I.S, as Australia's main national sports institute, is not exempted from implementing a marketing plan. A.I.S was founded with the aim of improving the sports industry in Australia. Since its inception, the institute has served successfully the nation's sports industry. However, as the world is constantly developing more innovative programs, A.I.S faces many challenges and competition from other sports institutes that provide high quality and entertaining sports. To remain competitive in this sector, a marketing plan is crucial. The strategic marketing plan examines the current state of the institute and analyses in detail its strengths, weaknesses, opportunities and threats accordingly. The analysis also seeks to develop a marketing strategy for A.I.S that will help the institute improve by the year 2022. This involves examining the products, prices, promotion and place, commonly referred to as 4ps in business terms. Analysis of the 4ps helps greatly in implementation of action approaches aimed at improving the entire institute. Therefore, AIS needs to take some action plans to effectively sort its problems and continue to be in the lead. 20 pp. Englisch.



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