

MARKETING PLAN PROJECT

Project Description

You are a sports and entertainment marketing consultant. Recently, you've been approached by Major League Soccer (MLS) and the Women's National Basketball Association (WNBA) to help improve each league's respective marketability.

Project Details

Select one of the organizations and develop a comprehensive marketing plan that will help them to market their league more effectively. Your marketing plan must include the following components:

1. **Mission Statement**
2. **Executive Summary**
3. **Situation (S.W.O.T.) Analysis**
4. **Marketing Goals & Objectives**
5. **Marketing Strategies**
 - Target market
 - Demographic information
 - Competitive analysis
 - Positioning strategy
 - Marketing mix
 - Market research
 - Advertising
 - "New era" marketing applications
6. **Implementation Plan**
7. **Financial statements and projections, including:**
 - Forecast
 - Budget
 - Balance sheet
 - Income statement
8. **Evaluation and Control Plan**