

Course Submissions and Course Culminating Task (CCT):

Throughout the semester you will have a number of assignments to submit and a course culminating task to present and an accompanying report to hand in.

As a practical experience in learning about Sports and Entertainment Marketing, you will create a Marketing Plan for bringing a second team to the Greater Toronto Area (GTA), the team will be an expansion team. You can view yourself as the owner of the new franchise or as a Board member entrusted with the duty of investigating this business opportunity.

As a prequel to the Market Plan you will be asked to complete a number of assignments which will help and prepare you for your final CCT. These assignments are intended to provide you with a better understanding of the various components required to formulate an effective Marketing Plan.

The assignments and final Marketing Plan can be completed in pairs or individually. If you elect to do it with a partner, choose wisely. There will be no allowances made for differing workloads amongst partners nor if the partnership is somehow dissolved (i.e. one drops the course, sickness, can't get along, etc.). It is suggested that you do work with a partner as it will help with both ideas and workload.

Due dates are written in stone. Do not ask for extensions or different dates. (If you whine, your boss, will fire you and your family will starve!)

FINAL CCT: Marketing Plan for an Expansion NHL Team in the Greater Toronto Area **Due: Presentation and Written Report - Week of January 8 - 11, 2013**

The CCT component of this course is worth 30% of your overall grade and will have three components. It is broken down as following:

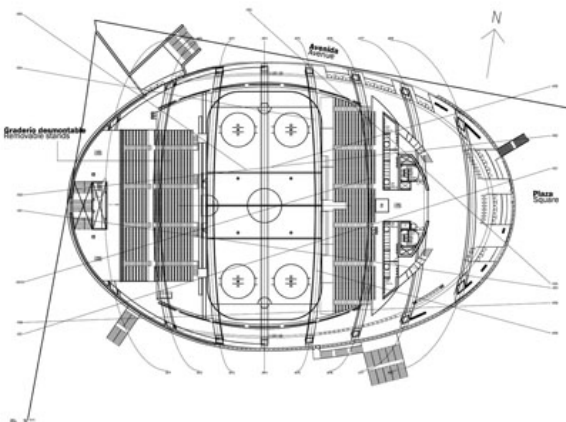
10% Final Exam

10% CCT Oral Presentation of your Marketing Plan

10% CCT Written Report - Marketing Plan

CCT Topic:

You will make a case for a second NHL team in the Greater Toronto Area and be responsible for creating a marketing plan for this team. You will provide a written summary of your findings in the form of a Marketing Plan and you will then present your findings as part of a petition to the National Hockey League (NHL) - to allow your team to become a member and to locate in the Greater Toronto Area (GTA). You will have a total of 30 minutes (including question period) to state your case. The presentation can done live or taped.



Every one or two weeks, you will be required to complete a component of the CCT. These components will count towards the 70% course work component in the course. Your CCT Presentation and CCT Final Written Report will be a summary of your findings throughout these separate components.

Submission #1- Market Segmentation: Demographic, Geographic, Psychographic Analysis

Due: Monday, September 24, 2012

You will conduct a market segmentation study of the Greater Toronto Area to determine if the GTA can support a second NHL team.

Please include the following:

1. A demographic, geographic, and psychographic study of the NHL fan base and of the GTA.
2. Your justifications (5 minimum) as to why a second NHL team could prosper in Toronto.
3. A short proposal to the National Hockey League, persuading them to allow a second team in Toronto. This should be 2 pages minimum and include 5 pros to adding another NHL team.

Submission #2 - Developing Your Brand

Due: Friday, October 5, 2012

You will investigate what the key elements to a good brand are and you start to develop your team's brand.

Please include the following:

1. Your team's name and colours and justification for your choices.
2. The team's logo and why you feel it will be a popular choice.
3. The design of the team's 3 jerseys- home, away and 3rd jersey
4. A business card, introducing yourself as the team's representative

Submission #3 - Industrial Location Analysis: Arena Location

Due: Monday, October 15, 2012

You will be assigned with finding a location for your team's new arena or justify an existing site.

Please include the following:

1. Arena location
2. Why this is a good location- think about space, ease of access, parking, other entertainment options nearby, etc. and any other justifications
3. Cost/benefit analysis of either building a new arena, improving an existing site, or partnering with an existing site.
4. A rough idea budget of what this will cost

Submission #4 - Facility Design

Due: Monday, October 22, 2012

In this component, you will create what the interior and exterior of your arena looks like. In addition to submitting your interior and exterior designs and rationale you will have to answer the following questions:

1. How many seats will your arena hold?
2. Will your arena be a multi-use or single-use?
3. What will your ticket prices be?
4. Will you have luxury suites and boxes? How many and what will they be priced at?

Submission #5 - Naming Rights and Sponsorship

Due: Monday, October 29, 2012

In this component, you will determine if you will have naming rights for your arena and who your corporate partnerships will be with.

If you are going to have naming rights, you must select a company and determine how much your naming rights will be worth and why it is to their benefit to take them on. If you are not going to have naming rights then you must prepare a report stating why naming rights are not a worthwhile endeavour.

Irrespective, of the above you must select five corporate sponsors, justify why you have targeted these five specific ones and provide benefits that would incur by being a corporate sponsor of your team.

Submission #6 - Ticket and Website Design

Due: Monday, November 12, 2012

This submission will include the creation of a website and your tickets.

1. The website

You do not have to actually create a website but can make a design layout using either Pages or Word. You may use other teams' websites as a guideline- please refer to nhl.com, ontariohockeyleague.com, theahl.com and other professional sports leagues for ideas. Remember, this is your teams online promotion tool; incorporate the teams logo, colours and make the website visually appealing. Will your team use Facebook? Twitter?

2. The tickets - opening day tickets

The second component is to design tickets. What will your tickets look like? Who will they promote? What colours will you use? The ticket design must include all necessary components for a valid ticket to a sporting event in Ontario.

Submission #7 - Promotional Events

Due: Monday, November 26, 2012

This submission will include how your team will promote themselves and make themselves known in the community.

Please include:

1. 3 different promotional events that your team will participate in
2. 2 different community outreach/volunteer events your team will participate in
3. An opening night presentation for your team

Remember to explain your justifications for each event and why it would benefit both the team and the community.

Submission #8 - Team Statistical Analysis

Due: Monday, December 3, 2012

In this component, you will select the members of your franchise from a list provided by the NHL and you must adhere to the salary cap. You will create a statistical analysis of players age, salary, where they are from, past career accolades and potential future results. You must also consider the marketing potential of your roster.

You will be asked to create two teams, one with at least two players making \$8 M per year and one team with no players making more than \$6 M per year. Your roster must have a minimum of 21 players. We will run a simulation for bonus marks based on your teams potential results.

Chronology of Due Dates:

Submission # 1:	Market Segmentation: Demographic, Geographic, Psychographic Analysis	Monday, September 24, 2012
Submission # 2:	Developing Your Brand	Friday, October 5, 2012
Submission # 3:	Industrial Location Analysis: Arena Location	Monday, October 15, 2012
Submission # 4:	Facility Design	Monday, October 22, 2012
Submission # 5:	Naming Rights and Sponsorship	Monday, October 29, 2012
Submission # 6:	Ticket and website Design	Monday, November 12, 2012
Submission # 7:	Promotional Events	Monday, November 26, 2012
Submission # 8:	Team Statistical Analysis	Monday, December 3, 2012
Final Presentation:	Marketing Plan for an Expansion NHL Team in the Greater Toronto Area	Week of January 8 - 11, 2013

ALL SUBMISSIONS MUST BE SUBMITTED ON THEIR DUE DATE BY THE BEGINNING OF THE PERIOD - EMAIL IS ACCEPTABLE AS IS PHYSICAL SUBMISSION

Test Dates:	Test # 1	Thursday, October 11, 2012
	Test # 2	Wednesday, December 19, 2012

