Social Stewards: Sport Marketing Campaign Development

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The sport industry has seen an increased focus on both women’s sport properties and socially-driven marketing campaigns. This presentation will discuss an industry-academia collaborative project, where undergraduate sport marketing students were tasked with answering a creative brief delivered by executives at a newly-announced National Women’s Soccer League team. Student groups conducted their own proprietary market research, developed an infographic based on these findings, and created a 15-minute socially-driven marketing pitch to team leadership. The presentation will include the interactive brief as well as the assignment components, including Adobe technology integrations used by students in their campaign development.