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Mr. Speice

Independent Study & Mentorship

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Looking Back at the First Half

Assessment - 13

**Date: January 25, 2019**

**Subject: Review of the First Semester in ISM**

**Assessment:**

With the first semester flying by faster than Usain Bolt, there was a clear illustration of growth from start to finish. Starting the semester a young man with a basic idea of what sports marketing is, to a little older young man with a little more knowledge on the same idea. All jokes aside there is much that was learned, experienced, and observed about sports marketing due to the guidance and inspiration from Mr. Aaron Kastner, a Dallas Cowboys Marketing Manager, and the athletes and teams I grew up watching. With this inspiration I intended to create an original work that gives back to the community that I grew up in. Hence, the idea of Catches for Cubs came up where student athletes of Reedy High School look to build their reputation and careers as athletes while looking to impart their knowledge and experience of football to the young children of Frisco.

To begin the year I was gonna advertise for the Reedy Football Team with the sole purpose of bringing more money and attendance to Reedy Football events. I then grew and began to look at the bigger picture. While recalling the old commercial for NBA Cares where Kobe

Bryant and kids state how basketball is way more than just a game, my focus and endeavors shifted towards helping the community. Catches for Cubs is a clear illustration of all the components that have been researched throughout ISM this year. The marketing plan for Sports Marketing allowed for the employment of skills from the media, creative, and sponsorship aspect. Therefore, as a perfect capstone for the year, the marketing plan along with help from Mr. Kastner, the decision has been made to focus on corporate sponsorships and partnerships going forward with the independent study. As part of the goal to get real professional experience in sports marketing, Catches for Cubs has served as the first checkpoint towards reaching such goal. While not only creating a real marketing plan for the event, there also was the tremendous opportunity to obtain a partnership. Following an interview with a former Young Entrepreneurs Academy teacher, Mr. Thompson, there was a chance to secure a mutual partnership requiring the attendance of Mr. Thompson's new company Interactive Sports Group Inc. at the Catches for Cubs inaugural event. To begin the year, there was no thought a highschool student such as myself would have the opportunity to host an event and obtain a partner, but with goals and application of all the countless hours of research I was able to do so.

I began the rocky road of ISM without a clue on which aspect of sports marketing I wanted to branch off too. However with the goals for the year in mind, specifically obtaining real business experience, there is clear determination to maximize the effectiveness of the independent study. By reaching the goal of finding a mentor, a major step has been taken to gain more skills and experience. With the guidance of Mr. Kastner I can now simulate the work of real sports marketing to provide a better understanding prior to my entry into college and the professional world. Hence leading to one of the biggest motivational factors throughout the first

half of ISM. My mission roughly paraphrased to state that I look to maximize my independent study in sports marketing to gain proper experience before entering a career. This mission allowed for constant motivation and drive as I used the future goals as a way to reach my current goals.

With the year in review, growing from a student blindly stating his intentions to study sports marketing to the current young professional looking to shadow a manager of corporate partnerships from the Dallas Cowboys couldn't be accomplished without the constant reminder of my goals, the quote that inspired me, and the community that built me from the age of five. To give back to such a community in a way that allows one to employ love, passion, and knowledge of sports into a career is all possible due to the drive and hard work that was developed through an exhilarating first semester of ISM. Going into the future and the final drive of ISM, a constant recognition and humility of all that has been achieved from being accepted as a mentee by Mr. Kastner to securing a partnership with Mr. Thompson and ISG will allow for a steady and successful final half of ISM I that is sure to hold more challenges and more struggle. But as the quote that guides me through this independent study states, I will go through, around, or over these obstacles until I have reached the finish line.