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Mr. Speice

Independent Study & Mentorship

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The First of Four

Assessment 3 - Research

Subject: Branding, Sports Marketing

MLA citation: Santomier, James. "New Media, Branding and Global Sports Sponsorship."

International Journal of Sports Marketing & Sponsorship 10.1 (2008): 15-19

While branding is a major emphasis of the Independent study and mentorship program this year, the research into branding as a sub section of Sports Marketing is actually different. Following the interview with Mr. Kastner, I was able to narrow my potential focuses for the year from twenty to four. And of such four, branding seems to be a very promising focus. The main aspect of branding that caught my eye was the ability to connect it with partnership marketing. As last year's independent study focused on partnerships and sponsorships, one of my goals for the year is to connect last year with this year. Therefore, the research detailing the numerous ways to integrate branding and partnership marketing serves to be very significant towards my selection process.

The research detailed much about how branding connects to the media aspect as well as partnerships. This connects back with research from last year which detailed the purpose of the media aspect. Essentially all this information illustrates how integrated much of sports marketing is. This idea actually is a great play for this years independent study as it highlights how in order

to maximize the experience there is potential to connect many different aspects. Furthermore, being able to utilize information from last year shall serve to be a key aspect in completing my goals for the year of integrating all my experiences.

Branding can be a great outlet for sports marketing as it is essentially the foundational principle. Branding encompasses the image and idea a team or organization wants to convey. This is huge as I will be employing branding skills for myself as a student as well as completing such tasks for an organization. As branding is a keystone piece to sports marketing experience in it shall have great implications on professional careers and college life dealing with sports marketing. Additionally, many professionals state how general business degrees widen the scope rather than specific specializations in sports, and branding has transferable skills so the experience can be significant towards many general business careers.

In conclusion, as much of my early research has had the purpose of finding a specific focus in sports marketing, the research on branding is extremely significant as it provides applications for future careers as well as an outlet to connect partnership marketing. Sports marketing's vastness guided my mindset for the year to center around the two goals of creating a real, applicable product as well as connecting this year with last year's independent study. Now branding actually has opportunity to accomplish both plus more. In my last year before going to college, why not go big? Therefore, if I end up selecting branding as a focus I would like to potentially integrate the experience of the Young Entrepreneurs Academy into some sort of branding and sports marketing product. Being able to do this however will require lots of time and effort strictly invested into one solid planned out idea. Going forward, planning needs to be

done in order to accomplish all of these goals, but it is clear that sports marketing is a definite future for me.