

Shashi Swaminathan

Mr. Speice

Independent Study & Mentorship

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The Runningback of Business

Research Assessment 1

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Through intensive research detailing the topic of sports marketing and the countless jobs under it I have learned that sports marketing can contain anything from a simple salesmen to a ruthless sports agent. But only after assessing news reports, scholarly articles, and various real job descriptions has the imperative knowledge on the outlook of the sports marketing industry shown. The sports marketing industry is a specialization under marketing that looks to be the fastest growing industry in business. This skyrocketing industry has been consistently aided by the sports marketing account directors who oversee the appearance of companies and teams.

Sports Marketing Account Directors are the leaders of handling relations between brands, teams, and sponsors. People skills are extremely important in these situations in order to keep all clients satisfied. Many common tasks include direct marketing, advertising, publicity, and product placement. Other work an account director is required to do is create and give presentation, handle promotions, organize events, and manage ticketing (If working with specific team). Prior to my college entry I can familiarize with these tasks in order to be an efficient worker fresh out of college. Account directors are also expected to have a bachelor's degree in preferably business, communications, media, or advertising. An MBA or Masters in Business Administration is a strong factor that is not required but is extremely resourceful to have. Gaining an MBA is also extremely helpful if one decides to switch positions, because an MBA is a strong degree that opens many doors in the vast world of business. While educational experience and expertise is a major factor, skills such as public speaking, aversiveness to pressure, and sales abilities are highly necessary. Through my independent study these skills will be sharpened and through professional guidance one will gain the necessary experience for an

account director. Many local companies in the Dallas Fort-Worth area include Genesco Sports Enterprises, Dr. Pepper, Nike, Puma, and the obvious sports franchises of Dallas such as the Dallas Cowboys and Dallas Mavericks. Companies tend to require at least 5-7 years of work experience in sports marketing prior to entering a director level position. Based on a company's size and success directors make on average about \$115,000-\$117,000 a year. However marketing professionals fresh out of college may start at a salary of around \$51,000 a year.

When working with specific sports teams the jobs of a sports marketing director may slightly vary. Research has shown that the underlying point of sports marketing for a team requires one to not only manage publicity, but to ensure fans are felt included with the team, as if they were part of it. This is where leadership, persuasion, and argumentative skills will prove successful as Marketing directors have to sell or convince the fans or audience. Therefore current advances indicate that social Media has shown higher ratings of reach to the fanbase, because it not only provides easy accessibility but also updates and inspires fans to support the team while feeling a part of the franchise. Marketing requires the compliance and aid of consumers and in this case the consumers are the fans. As being a fan of numerous sports I understand exactly what the wants are, thus enabling potential success.

The research has clearly shown the rapid advances in the sports marketing industry which can be highly credited to the fact that the field is extremely creative and limits in advertising or publicity plans are fairly non-existent. The creativity and limited boundaries under sports marketing is a strong appeal to many, and as sports grown in popularity yearly, this information indicates possible competition in the future. This fast growing industry is not limited to companies that have a direct connection to sports. Any company can endorse athletes or

sponsor teams and clubs, which is why sports marketing is a great field for young adults, as unemployment rates increase in time as jobs decrease. To conclude with all the data given sports marketing is a foundational field that has ignored modern economic trends as it climbs to the top of all business industries.