



## Week 15

### Last Drive of the Half

Weekly Report 15 12/10/18 to 12/16/18

The goals for this week prior to the Winter Break, are simply to find a mentor, and complete at least sixty percent of the marketing plan for Catches for Cubs. These goals can only be attained by following Mr. Speice's idea of using at least twenty minutes of class to call the numerous sports teams around the Dallas area. This will allow a broader scope of sports marketing itself. Additionally I plan to dedicate a good percentage of class time and free time specifically towards the marketing plan. In doing so I will need to begin target market research and other various tasks.

Much of the information learned came from various sources regarding proper components involved in marketing plans. This information detailed that a marketing plan should include seven basic parts and any other steps taken to ensure success. This layed out a plan for me going forward as I can now set a schedule and mini deadlines to ensure the completion of the original work. Also through an interview with Mr. Kevin Thompson of Interactive Sports Group Inc. I learned of the various methods a startup, such as ISG, uses to get the word of mouth out there, and how this eventually leads to the greater marketing campaigns. I was able to achieve my goals solely through a rush of ,in a sense, panic as deadlines approached. This allowed maximum focus in class and proper usage of out of class time.

Throughout the week the work ethic and effort was consistent yet still there is room to improve. There are certain times in which the effort is set back for short periods and then back to the proper level. These fluctuations cannot be tolerated as the Research showcase is approaching. In order to prevent this, I will try to set specific schedules by utilizing the first twenty minutes of class to call and email professionals, then spend forty five minutes on my original work, and then the last twenty to twenty five minutes on assessments and assignments due for the week,