



# ICM

SEPTEMBER 2015

SPORTS MARKETING MANAGEMENT

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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1. 'A standard marketing approach does not always work in sport, as it is a special form of business, so sport marketers must also understand the special features of the sport market.' Critically discuss, with relevant examples, whether you agree or disagree with this statement. [20]
  2. Sport marketers need to be aware that there are several factors that influence sport consumption. Even when fans are strongly connected to their team or club, they will not always regularly attend games or watch them on television. Consider, with examples, FOUR such **external** factors. [5 each]
  3. There are considered to be FIVE different types of sports fan categories. Critically discuss the likely consumer behaviour of EACH. [4 each]
  4. Using the 2012 London Olympics as an example, critically discuss how a global sports event can be used to good effect with respect to Sports Marketing Management. [20]
  5. The 2014 World Cup in Brazil was a high profile mega sports event. Explain, using relevant examples, some of the tensions organisers might face with such mega sports events. [20]
  6. The services marketing mix is highly relevant for the sports marketing industry. Critically explain, with examples, the importance of EACH of the three extra 'P's' in order for a sports organisation to market effectively. [6 each + 2 for format]
  7.
    - a) Using a sport organisation of your choice, discuss in detail the various distribution channels that it might sensibly utilise in order to maximise ticket sales for a big event. [8]
    - b) Contrast and compare the pros and cons of THREE of these channels. [4 each]
  8. Outline in detail how a select group of European football clubs have become global brands by utilising sponsorship to good effect. [20]