SPORT MANAGEMENT STUDENTS COMPETE FOR AN OPPORTUNITY TO SEE THE 2016 FC BAYERN GERMAN SUMMER TOUR

GAINESVILLE, FL — Our students enrolled in the Sports Advertising (SPM 4905) class this semester had an opportunity of a lifetime; bringing concepts learned in the classroom into the real world. Students were asked to complete a Marketing and Advertising Project for the 2016 FC Bayern Munich Summer Tour, which they would present to the Senior Project Manager for FC Bayern Munich.

The students were asked to include the following information in their projects: an Executive Summary, Situation Analysis, Market Research, SWOT Analysis, Marketing Plan and Integrated Marketing Communications. All of these things needed to be supported by facts and presented in a professional manner; as if they were a real ad agency selling this plan to a paying client.

Students were separated into groups that represented their own ad agency and the client consisted of Mr. Benno Ruwe, the Senior Project Manager at FC Bayern Munich, Dr. Yong Jae Ko, TRSM Faculty, Shintaro Sato, TRSM Ph. D Student, and Semih Yilmaz, TRSM Ph. D student. Mr. Ruwe was there to represent FC Bayern Munich, and the TRSM members were chosen for their expertise in marketing and consumer behavior. All members on the “client” side gave their opinions but it was ultimately Mr. Ruwe who had final say of the winner.
The stakes were pretty high for the group who presented the best plan. The winning group received game tickets, airfare and hotel for the 2016 FC Bayern Munich Summer Tour (location TBD). Second and third place groups received FC Bayern Munich Jerseys. Fourth, fifth and sixth place winners received a $5 Starbucks gift card.

The Department sees the value in offering these opportunities to the students and strives to bring more of these real-life situations to the classrooms.

The Department of Tourism, Recreation and Sport Management is committed to national and international excellence in the generation, dissemination, and communication of knowledge in tourism, recreation and sport management. The Department is also dedicated to excellence in the preparation and training of future industry and academic professionals, and providing relevant outreach to stakeholders.

If you would like more information about this topic, please contact Wonseok Jang (Graduate Teaching Assistant) at sathink@ufl.edu (352.294.1679) or Dr. Michael Sagas (TRSM Department Chair) at msagas@ufl.edu.