

GLOBAL EXPANSION PROJECT

Project Background

You are a niche sports and entertainment marketing agency specializing in consulting services for global expansion. Your clients include the NFL, NBA, MLS, NHL and MLB. Each sports property has contracted you to provide a brief report on the best expansion strategy for each respective league.

Project Details

Your assignment is to develop a strategy for each league and present your recommendations to your class.

This group project will be graded as follows (50 total points possible):

1. Explanation of geographic areas for which each league would benefit the most from immediate expansion, including WHY you believe that particular region (country or countries) would be a good fit for the league. (15 points possible)
2. Explanation of which specific cities in each international market that would play host to the expansion effort. You must also include basic details on why that market would be a good host city. For example, does the city already have a stadium? What is the population? Do they have existing sports teams in the area? Do they already have an affinity for the sport that you are bringing to the city? (25 points possible)
3. A detailed explanation of HOW you plan to expand. For example, will you begin by hosting just exhibition games, or will you put an entire division in the area (such as a new 5 team division in Russia for the NHL)? Be prepared to explain why you think this is the best strategy. (10 points possible)

IMPORTANT NOTE: Each group member must participate in the presentation for full credit!