

Double A Baseball Ticket Sales

SITUATION

You and your partner are the marketing department for the Riverdogs, a Double A baseball team located in River City, Indiana. The team has been in operation locally for 25 years and, in the last two years, is having trouble meeting attendance goals. River City, a town of 60,000, is 100 miles from Chicago. The population is mostly employed in light manufacturing and agricultural based activities. The average age is 35, and most families have an average of two children ranging from 5 to 18 years of age. The average home price is \$175,000.

Riverdogs stadium was built in 1979 and seats up to 8,000 fans. For the last two seasons, the average Riverdog game has only drawn about 2,200 fans.

INSTRUCTIONS

The team owner has asked you (the marketing department) to create a plan for the upcoming season to increase ticket sales by at least 50%. The plan should incorporate any marketing, advertising and promotional means necessary for reaching that goal, BUT the atmosphere at games must remain focused on family entertainment.

Your team will present your plan to the owner (judge) and answer any questions presented at the end of the presentation.

Areas to consider:

- Target market / market segmentation
- Product positioning
- Marketing mix
- Advertising
- Pricing
- Digital marketing

You will have 30 minutes to prepare your plan, and 15 minutes to present it to the owner (judge).

STUDENT BENCHMARKS

1. Understand the concept of market segmentation.
2. Identify and select target markets.
3. Effectively create a positioning strategy.
4. Identify the components of the marketing mix.
5. Understand the concept of advertising.
6. Explain factors affecting pricing decisions.
7. Determine a means for integrating social media.
8. Demonstrate appropriate creativity.