# Marketing in sport

* Choose your (favourite) sports club / sports event / sports brand and prepare marketing analysis and proposal.

CONTENT

* Basic analysis of the club and the area
  + PESTLE analysis
  + Porter analysis
  + SWOT analysis
  + Internal processes (if you know them)
* Marketing analysis
  + Social Media
  + Website
  + Partners
* Proposal
  + Communication strategy (at least 1 month)
    - Social Media
    - Website
    - Partnership offer
    - Event for fans
    - Anything else that comes to your mind ☺