

<u>Final Project Topics</u>	<u>Your Name</u>	<u>Presentation Date</u>
1. How can TikTok become the primary fan engagement tool for a global sports brand? (Evaluate TikTok's potential as a fan engagement platform)	Julie Danielsen	May 6th
2. Creating a sustainable marketing campaign for a sports event: From digital reach to real impact (Combine sustainability with digital marketing)	Sergi Buigues	May 6th
3. Influencer marketing in sports: Choosing the right ambassador for Gen Z (Build an influencer strategy targeting younger audiences)	Ruslan Dragomanov	May 13th
4. Designing a fan engagement strategy using NFTs and digital collectibles (Explore new ways to connect with fans via digital assets)	Simon Schilte	May 13th
5. How should women's sports be marketed differently in 2025? (Create a campaign proposal tailored to women's sports)	Bestar Shala	May 13th
6. The rise of esports: How can traditional sports brands enter the gaming world? (Bridge the gap between traditional sports and esports)	Daniel Vassbotten	May 6th
7. Behind the scenes: Marketing a Netflix-style docuseries for a sports club (Use storytelling and content creation to build a fanbase)	Rodrigo Torres	May 6th
8. Rebranding a struggling sports club: A modern marketing relaunch plan (Develop a fresh identity and marketing plan for a small or mid-sized club)	Jakob Samarin	May 6th
9. Marketing in the metaverse: Creating immersive fan experiences (Leverage VR/AR in sport marketing)		May 13th
10. Social media crisis management: What to do when your star athlete causes controversy? (Simulate a response plan and media strategy)	Alba Coucheiro	May 6th
11. Cross-border sponsorship strategy: Matching global brands with local heroes (Explore international sponsorship models and brand alignment)		May 13th
12. Sport x Fashion collaboration: How limited-edition drops boost brand loyalty (Analyze or create a fashion collab campaign with a sports brand)	Diego Roselló Añó	May 6th
13. Gamification in fan loyalty programs: How to keep fans coming back (Design a gamified loyalty strategy)	Davide Parodi	May 6th
14. How data analytics shape marketing decisions in professional sports (Present ways data supports smart marketing strategies)	Connor Bell	May 13th
15. Designing a 360° marketing campaign for a new international sports competition (Propose a full campaign: digital, offline, PR, social)	Seyoung	May 13th

