

CASE STUDY #2: WHAT DO WITH BOS NATION?

Due via Brightspace no later than 11:59 p.m., Wednesday, Oct. 30

It is worth 100 points, or 10% of your total grade

Please see the [course syllabus](#) regarding the late policy and the use of AI

THE CASE: Last week, you completed an assignment about the new National Women's Soccer League team in Boston reveal its name and logo.

As you know, there has been a lot of mixed messaging around that revelation. Fans are confused. Media personalities are flummoxed, as you heard in Meg Linehan's [podcast episode](#), "Full Time with Meg Linehan."

The question is, what will the franchise's ownership do – if anything?

THE STUDY: You have read the first nine chapters of the book and we have discussed several current events tying the themes, ideas and situations in the book to current events. You have also completed Case Study #1 for which you were supposed to research the NWSL, the history of women's soccer in Boston/New England, as well as the founding and development of this Boston NWSL team. You were to describe and answer how the team's initial messaging was situated in the strategic sport communication model.

For Case Study #2, however, you are going to go a step farther.

In a pre-assigned group, you will chart a path forward for the beleaguered franchise and examine your role – as well as the roles of your groupmates. You will use the content of Chaps. 7, 8 and 9 to come up with a published plan of attack using different media and platforms (logo, slogan, new campaign and how it will be revealed), and to assess the cultural functions of your work. Further, you will use Chap. 7 to inform a self-description of your communication and leadership style, as well as the styles of your groupmates.

Part I of the assignment should be a group paper of 3 to 5 pages explaining and answering the following:

- *What do you think the Boston NWSL franchise should do next? Should it consider a new name/logo/introduction video? Why for each? If your answer is no, you will need to be explicit in why the previous launch worked and why you have deemed this to be the best course of action.*
- *What will the new name/logo be? What should an intro video include?*
- *Should it revisit what it previously launched? How will it do a new launch?*

- *If it should stay the current course, how does it get over what it already did? How does it answer the questions Linehan and others have posed? What are those answers?*
- *You will assess cultural factors of the organization, the city and the league – how environment, mission, leadership, structure, resources and political climate factor in to your decisions.*

Those are just some guiderails for the assignment. If there is something else or other questions that jump out to you about this either from the reading or from class discussions, include it!

Part II of the assignment is an individual essay that each group member will complete in which you describe your own leadership (p. 196-198) style, communication style (p. 200-203) and the styles of each member of your group. PROVIDE EXAMPLES. This will likely need at least one page per person plus a page or two for yourself.

THE RULES:

- Writing matters, so edit yourself. Use editing tools (SpellCheck and Grammarly) and re-read your work for clarity where you ask yourself, “Does that make sense?” If the answer is no, try again. Read it again to make sure you answer the questions.
- Cite your sources. If you use news articles, or other commentary, embed the link and cite it at the end of the paper in a Source List.
- Do not plagiarize or leave the body of the work to AI tools; you need to create it.
- Be on time.
- Be courteous to each other and be ACCOUNTABLE, or uphold your responsibilities in a group setting.