

CASE STUDY #4: CAMPAIGN

Due via Brightspace no later than 11:59 p.m., Thursday, Dec. 19

It is worth 200 points, or 20% of your total grade (If you do well and it would boost your grade, I'll double it, as suggested in class)

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

THE CASE:

The University of Rhode Island men's basketball team is off to an 8-0, its best start since 1947, and is a serious contender for an Atlantic 10 Conference championship. It would be the school's first men's basketball conference title since 1985.

But the Rams aren't drawing enough students to their games and the athletic department wants to prioritize student attendance to the games in the 2025 spring semester.

THE STUDY: Your group is working as a creative communications boutique and is tasked to developing a campaign to help get students to games.

Your group will complete a creative brief and a media campaign that will include the following:

- 1.) Develop a slogan, motto or tagline for your campaign;
- 2.) Write a press release to announce to local and/or student your campaign;
- 3.) Produce marketing materials such as a digital/print ad, poster, intro video, commercial (you can write the script or produce a full 30-second video);
- 4.) Develop a social/publicity strategy – how will get the word out on social, around campus, in Narragansett? (Don't just say post to Instagram – what would you post, when, how often, why. I want details and how you think it will work within the sport communication model.

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.
- I want this to look and read as professionally as possible.
- Include all the components into one document and submit it via Brightspace.
- Include all group members names on a cover letter.
- Be on time.