

International Tennis Hall of Fame

Final Assignment & Presentation

Written assignment to Blackboard no later than 11:59 p.m., Tuesday, Dec. 17

15-MINUTE PRESENTATIONS between 3-5 p.m., Tuesday, Dec. 17

This assignment is worth 25 percent of your grade, or 250 points. The written part will be worth 175 and the presentation will be worth 175, as well.

WRITTEN PART.

You have already put together a SWOT analysis and a creative brief. Now you are going to detail what exactly you are going to do. Using the Strategic Sport Media model as your guide, put together a campaign based on your presentation. You will need the following deliverables (all in one document to be submitted by one member of your group).

- Press release announcing your campaign (All your group member names should be included in the last paragraph of the press release.)
- A slogan/motto/tagline for the campaign
- A 3-page description of what you are attempting to do. (This is basically just putting together in essay format the most relevant/important pieces of your creative brief with some elaboration for details.)
- Any multimedia you choose to include – a commercial script/video, a digital/print advertisement, logo/words. This is not a required element, but it sure would help.

PRESENTATION.

Your presentation is expected to be between 12-15 minutes. The 15 minutes is a HARD deadline. I will pull the plug at 15 minutes. **DO NOT GO OVER.**

You will discuss in your project the goal of your campaign, the target audience, the purpose, the execution and potential costs and problems. You may show your slogan and any multimedia in the presentation.