Middle Tennessee State University

2018 - 2019 Men’s Basketball Marketing Plan

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Middle Tennessee State University Men’s’ Basketball

Marketing Plan

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I. Marketing Mission Statement
Aligning with the mission of the athletic department, our mission is to create a reputable brand that portrays athletic excellence and academic success that will influence larger crowds at games while creating awareness around campus, the local community, and on a national scale.

II. Marketing Vision Statement
Our vision is to ultimately gain more attendance to games and community involvement while maximizing revenues through different promotions, marketing strategies, and positive media coverage.

III. Demographics of Middle Tennessee State University (www.mtsu.edu)

A. Total Attendance
- Undergraduate: 20,140
- Graduate: 2,371

B. Sex
- Male: 9,324 (46.3%)
- Female: 10,816 (53.7%)


A. Population
- Population as of 2016: 131,939
- Square miles of land: 55.35

B. Sex
- Male: 65,248 (49.5%)
- Female: 66,691 (50.5%)

C. Age
- Under 17 Years: 22.4%
- 18-24: 17.9%
- 25-34: 16.6%
- 35-54: 24.9%
- 55-64: 8.9%
- 65+: 9.2%

D. Race and Ethnicity
- Caucasian: 71.3%
- African American: 16.3%
- American Indian: 0.1%
- Asian: 3.5%
- Pacific Islanders: 0.1%
- Other: 3.3%
- Hispanic: 5.5%

E. Housing

- Total Housing Units: 44,518
- Median Rent: $1,025
- Owner Occupied Units: 50.6%
- Average Number of Household Members: 2.58

F. Household Income

- Median Household Income: $54,654

G. Educational Attainment

- High School Graduates: 95.1%
- Currently Attending College: 13.1%
- Bachelor's Degree: 36.9%
- Master’s Professional or Doctorate Degree: 12.5%

H. Neighboring Communities/Cities

- Walterhill
- Lascassas
- Almaville
- Kittrell
- Smyrna
- Christiana
- La Vergne
- Eagleville
- Nashville

V. Marketing Team Objectives - Overview

A. Create a Reputable Image
• Outstanding Service
• Consistent Communication Across All Channels
  ○ Website - http://goblueraiders.com
  ○ Twitter
  ○ Facebook
  ○ Instagram
  ○ YouTube
• Integrate Technology
• Heighten Team Appearance
• Stress Academic Success

B. Become a Recognizable Brand

• Utilize Both Current Logos
• Increase Advertising Around Local Community
• Gain Exposure Nationally
• Licensing/Merchandising
• Build on Corporate Image

C. Increase Attendance

• Bring Added Value to Customers
  ○ Strong Image
  ○ Meaningful Brand
  ○ Engaging and Interactive Promotions
  ○ Game Day Entertainment
• Create Demand
  ○ Execute Unbeatable Service
  ○ Solid Product
  ○ Engage the Audience
  ○ Create Buzz or Hype

D. Increase Revenue

• Add Value
• Create Demand
• Execute Unbeatable Service

VI. Goals

A. 2018-2019 Men’s Basketball Goals

• Maintain or increase attendance by 10-15%
  ○ Students 5-7%
Alumni/ Community 8-10%
- Build Up Student Section “The Blue Zoo”
- Increase Social Media Reach
- Increase Ticket Sales
- Increase of commercialized sales for better brand recognition

VII. Promotions

A. Season Long Promotions

1. Raiders Reward Card
   - Students get free access to games with card
   - Students can earn rewards for the more games they go to
     - At 5 games, they receive a free water bottle
     - At 10 games, they receive a free t-shirt
     - If a student attends every home game, they receive a free sweatshirt

2. Community Outreach Nights
   - Each game, recognize a different local school team or outstanding player
   - That team or player will get free admission to the game and a free t-shirt
   - First Shot Basketball Foundation players will get an opportunity for halftime scrimmages

3. Half Court Shot
   - During the first half under 8 media timeout, interns will select one fan from the crowd to attempt a half court shot
   - If the fan makes it, they will receive a $100 gift card to the bookstore

4. Full Court Putt
   - During halftime of every game, interns will select one fan from the crowd to attempt a full court putt
   - A board with a cut out hole will be placed under the basket near the team’s bench. The selected fan will stand on the opposite baseline and attempt to putt a golf ball into the hole
   - If the fan makes it, they will receive a Middle Tennessee State prize package (can contain a gift card and assorted athletics apparel)

B. Single Game Promotions

1. Meet the New Coach
   - During the first game, show facts and trivia about the new coach, allowing the fans to get to know him

2. Military Night
During a game in November (around Veterans Day) hold a military appreciation night
Members of the military will get into the game for free and their family members will receive discounted rates
During halftime, the team will recognize these members with a halftime ceremony

3. Christmas at the Murphy Center
   - Fans who bring an unwrapped toy to a select game in December will receive free admission to that day’s game
   - Kids will also have the opportunity to take a free picture with Santa and Lightning (the mascot)

4. White Out
   - During a game in January, the first 500 students will receive a free white t-shirt
   - All other fans are encouraged to wear white

5. Pink Out
   - At a select game in February, we will hold a Pink Out game to raise awareness for Breast Cancer
   - The first 1,000 fans will receive a free Pink Out t-shirt. T-shirts will also be available for purchase, with the proceeds going to Breast Cancer Research
   - The team will warm up in pink warm up jerseys

VIII. Ticket Prices & Sales Projections

A. Ticket Prices
   - Season tickets: $275- 2,400 were sold in the 2017-2018 season
   - Single Game Tickets: $15
   - Group Tickets: 10,200 (about 680 per game) were sold in the 2017-2018 season

B. Season Ticket goal
   - 3,000 season ticket holders for the upcoming season

C. Group Sales goal
   - 750 per game at 15 home games would be 11,250 group tickets

IX. Financial Budget for Marketing
   - $120,000 in salaries
   - $100,000 per year for all sports
X. Organizational Chart

A. Basketball Operations

- Head Coach ................................................................. Kermit Davis
- Assistant Coach ......................................................... Win Case
- Assistant Coach ......................................................... Greg Grensing
- Assistant Coach ......................................................... Ronnie Hamilton
- Director of Operations ................................................. Kerry Hammonds II
- Athletic Trainer ......................................................... Reese Shivers
- Strength Coach ......................................................... Zach Willis
- MBB Secretary .......................................................... Amy Kincaid

B. Athletic Department

- Director of Athletics .................................................. Chris Massaro
- Senior Associate AD/Strategic Initiatives and Resource Enhancement .......... Whit Turnbow
- Associate AD/SWA ..................................................... Diane Turnham
- Associate AD/Operations ............................................. Kortne Gosha
- Associate AD/Business ................................................ Zackie Sanderson
- Accountant ............................................................... Brenda Dwyer
- Account Clerk ........................................................... Dawn Jones
- Receptionist/Secretary ............................................... Pat Fones
- Secretary ................................................................. Roxanne Forth
- Executive Secretary to the Director of Athletics .................. Cathy Vaughn
- Associate AD/Communications .................................. Mark Owens
XI. SWOT Analysis

1. Strengths
   ○ Close proximity to Nashville
   ○ Winning program (have been to the tournament)
   ○ Large arena that seats 11,000

2. Weaknesses
   ○ New coach
   ○ Close to Nashville
   ○ Conference USA is not well known

3. Opportunities
   ○ New coach (fresh start)
   ○ Growing program
   ○ Growing community population

4. Threats
   ○ Bigger schools in Tennessee (University of Tennessee, Vanderbilt, University of Memphis)
   ○ Other professional sports in close proximity (Memphis Grizzlies, Nashville Predators, Tennessee Titans)