January 22, 2009

The USC Marshall Sports Business Institute (SBI), in partnership with the Sports Museum of Los Angeles (SMLA) seeks 3 students who will be charged with assisting the SMLA in the development of a comprehensive strategic marketing plan designed to attract groups of visitors and special events to the museum.

SBI Executive Director David Carter will oversee the student team in planning and conducting this analysis, as well as assisting in determining key outcomes and findings.

I. Overview

This project has been designed to assist the SMLA with business development and will consist of the authoring a comprehensive strategic marketing plan targeting key attendee groups, including, but not limited to:

- Corporations
- Charitable Organizations
- Academic Institutions
- Individuals
- Sports Organizations

II. Deliverables

Prior to undertaking the aforementioned project, the team will first have to review available information on and about the SMLA, including museum history and milestones, as well as recent initiatives. Further, the team will meet with the museum’s owner to discuss mission and vision, goals, operations, and anticipated issues prior to the start of the project. Once the initial steps are completed, and in order to successfully complete this project, the team will be asked to, among other things:

- Determine best practices of directly and indirectly-related enterprises
- Assess the competitive environment
• Identify potential funding partners and/or sponsors
• Recommend potential strategic partners
• Devise strategies for local, regional, national, and international outreach, to include:
  --Developing and managing the SMLA’s brand
  --Uncovering promotional opportunities
  --Assisting with media relations
• Determine short, medium, and long term operational needs

III. Educational Objectives

This partnership provides students the opportunity to apply a wide range of their Marshall coursework to assist an important community partner of the SBI. Specifically, the student team will be called upon to apply the business acumen they have acquired in the areas of market research, strategy, non-profit management, and operations, among others.

The consulting team will have interaction with SMLA and SBI executives, while playing an instrumental role in shaping SMLA’s business development.

IV. Format and Schedule

This assignment must be completed no later than May 1, 2009. Interested students must be prepared to meet with the supervising faculty and begin refining and finalizing the scope of the project no later than February 6, 2009.

All interested parties need to submit an indication of interest (why they’re interested in this project) and resume to SBI Executive Director David Carter at david.carter@marshall.usc.edu no later than Monday, January 26, 2009.

The project will require between 8-10 hours per week.

2nd year MBA students interested in receiving course credit for this project can apply for up to three units in the form of Directed Research (GSBA 590); 1st year students are not eligible for academic credit unless they have completed all of their core courses.

Students may also consider this a non-paid internship opportunity with the Sports Business Institute rather than undertake it for academic credit.

At the conclusion of this project the student team will present its findings, both orally and in writing (to include both a written analysis and PowerPoint presentation), to key executives associated with the SMLA, as well as the SBI.
V. Contacts

Supervising Professor: David M. Carter
Email: david.carter@marshall.usc.edu

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VI. About the Sports Business Institute

The University of Southern California and the Marshall School of Business announced the formation of the Sports Business Institute in October, 2005. Led by Executive Director David M. Carter, the Institute boasts an impressive array of advisory board members who continue to guide the Institute and its offerings.

The Sports Business Institute is dedicated to understanding and furthering the rapidly growing sports business industry on a global basis, and does so by leveraging extraordinary academic and professional experiences. The Institute’s mission is to serve as both a source and resource for industry participants and stakeholders and, in the process, enable them to address and resolve industry challenges.

To accomplish this, the Institute undertakes research for both the academic and professional communities, conducts industry-related consulting projects, and hosts special events, such as conferences and symposiums.