

TIFFIN UNIVERSITY MBA Sport Management Degree MARKETING PLAN



Tiffin University

[3/7/2012]

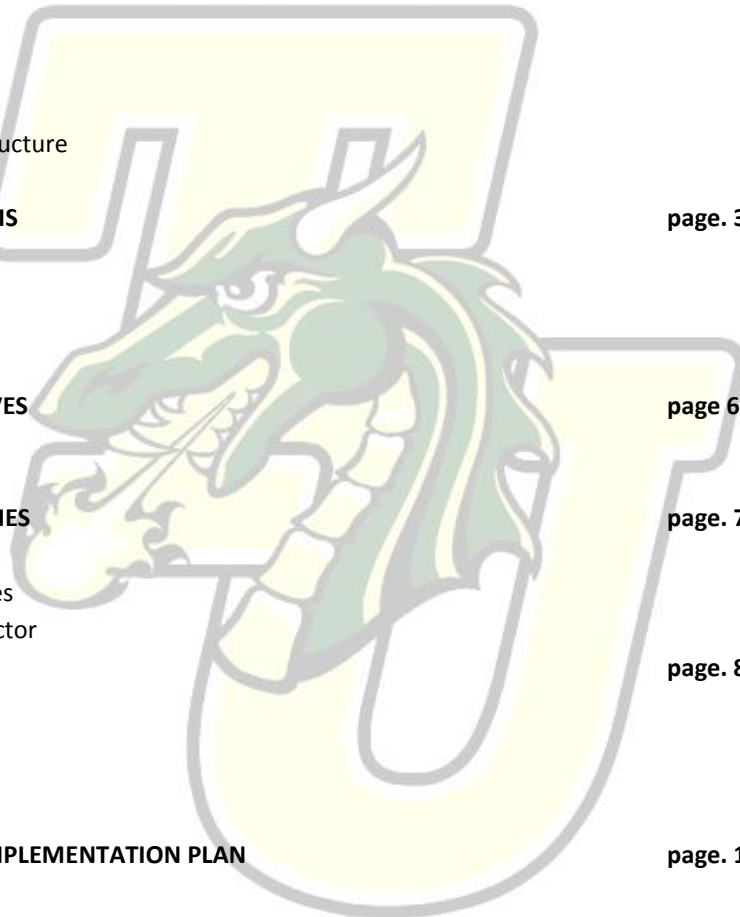
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Executive Summary

Description:

This business plan is for Tiffin University Sport Management MBA program. To assist students in enhancing their managerial skills through the delivery of techniques and best practices that integrates academic theory with contemporary business applications in the sports industry.

The preparation for managerial opportunities in professional, intercollegiate, and recreational sports recognizes the need for developing practitioners who understand the dynamic nature of the business and apply responsive and prudent skills in decision-making and operations. We provide students with a relevant academic background that will translate to the real world.

The program places a premium on enhancing applied critical thinking skills and ethical decision making practices in a chosen segment of the sport industry. Program participants are required to participate in a supervised mentorship program with an individual who has appropriate experience and is able to demonstrate a record of outstanding contribution to the profession.

Mission Statement:

Offer students the chance to receive a master degree in the field of sport management by providing the needed experience, education, and professional objectives in a sports specific environment. Tiffin University sport management master program helps students understand and gain the knowledge needed to find a well-funded job/career in the sports industry, by helping the students stand-out from other employees in the sports industry.

Reason for Creating a Marketing Plan:

To raise awareness of Tiffin University Masters of Business Administration (MBA) concentration in Sports Management.

Critical Issues or Needs Addressed

The program does have a growing number of students but Tiffin University loses some students to other Graduate Schools. It is important to get as many students graduating from Tiffin University Under Graduate Sports Management program to return to Tiffin for their masters.

Over-reaching goals of the marketing plan

The goals are to become nationally ranked,

Organizational Overview

History:

-TU Master of Business Administration concentration in Sport Management have notable alumni that include the NFL Vice President of Player Development, a majority team owner of a minor league franchise, an NFL scout, a former Assistant GM, a two-time NFL Super Bowl wide receiver, and a PGA tournament director.

Mission

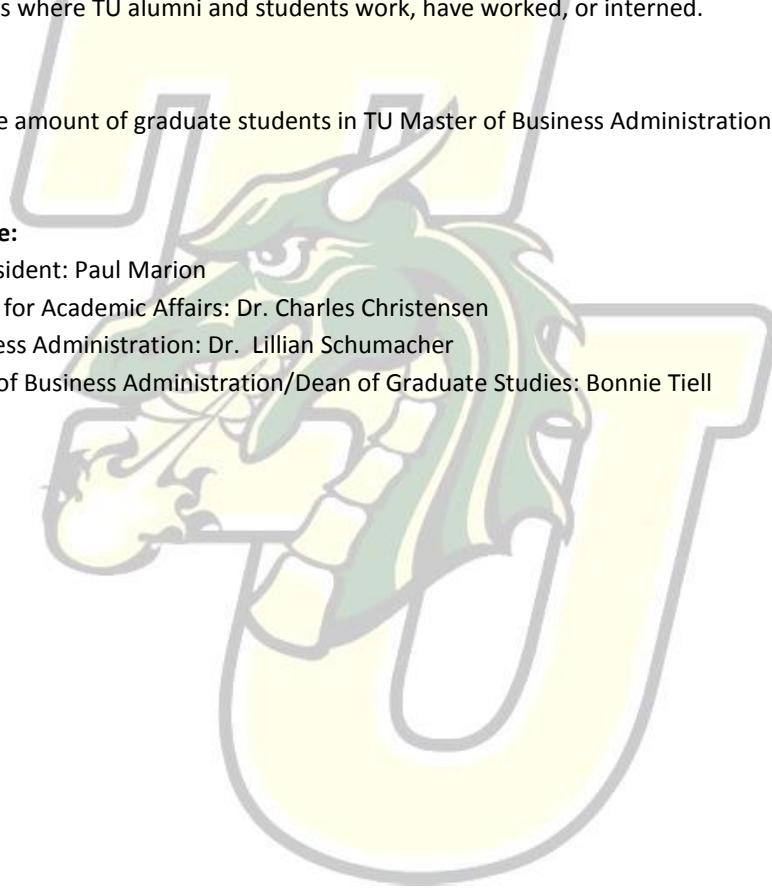
-You can look forward to beginning or continuing a successful career with a wide variety of sports organizations. Consider the connections Tiffin University has developed in the sports industry – consider this partial listing of locations where TU alumni and students work, have worked, or interned.

Vision

-To increase the amount of graduate students in TU Master of Business Administration concentration in Sport Management.

Organizational Structure:

- University President: Paul Marion
- Vice President for Academic Affairs: Dr. Charles Christensen
- Dean of Business Administration: Dr. Lillian Schumacher
- Chair, Master of Business Administration/Dean of Graduate Studies: Bonnie Tiell



Situational Analysis

Marketing Strategies

Value Proposition

-Provide a master's degree in the field of Sports and Recreation Management from Tiffin University to those who have completed an undergraduate degree once they partake in the necessary credits with the choice of online classes or in the classroom. Professors will work to educate the students in both the classroom and online and help to find them job opportunities in the field and give them hands on experience in their career of choice.

Target Markets

-Undergraduate students that graduated with a Sports and Recreation Management degree or hoping to go into the field graduating from either Tiffin University, or any Undergraduate school.

Market Analysis

-Tiffin University offers well developed classes to students with field work opportunities and experiences. Whether learning in the classroom or online, the professors are willing to work one on one with each and every student. Tiffin's classes are unique in that they are small so each person has the opportunity to get individual attention

Market Demographics

- Age: Mainly between the ages of 21-25 (not excluding those older)
- Gender: Both Male and Female
- Lifestyle: either just graduating from undergraduate program, or has graduated at sometime

5 Market Needs

-Students with Undergraduate degrees looking to further their education by enrolling in a graduate program for a more surplus of job opportunities following the graduation.

6 Market Trends

- Schooling will always be in high demand and on the rise
- Many jobs require a master's degree along with an undergraduate

Market Penetration

-Tiffin University will have to continue to feed their prospect students with information about the program. Both students from Tiffin Undergraduate School along with other Undergraduate Sports Management degree students will be informed of the program.

-Other Undergraduate students may be informed if they are in a related field such as business, management, or a marketing degree.

SWOT Analysis

Strengths

- Small classes
- Classroom or online

- One on One attention
- Knowledgeable professors
- Fieldwork opportunities

Weaknesses

- Small Classes
- Location of the school; small town
- Requirements to get in
- Cost of going to the private college
- Facilities; classrooms can only accommodate at most 40 students

Opportunities

- Grow in numbers
- Be nationally known as one of the best MBA programs
- Find jobs for students

Threats

- Other schools offering the MBA program in Sports or Recreation Management
- If jobs did not require a master's degree

Climate: PEST Analysis

Political

-There are options Tiffin University must be aware of issues, such as the political stability, environmental regulations, tax policy, and tuition restrictions

Economic

-Tiffin University must be aware of economic growth, interest rates, and inflation rates.
-As long as the economy is not struggling the MBA program will be successful, but if it is hurting people will not be able to afford the tuition of the private graduate schooling, and choose an option less expensive.

Social

-Socially, Tiffin University must know the population growth rate of the perspective students.
-It is important to be aware of the common age of their students along with the ages of those that do not fall into the common age group

Technological

-The age of technology is quickly changing, improving constantly. Tiffin has accommodated, providing courses online and using an online system to communicate with students. They must also be updating themselves along with the flow of Technological advancements

Competition

Product Life Cycle

-Growth: The Sports and Recreation Management MBA degree was introduced in order to allow students to get the education, skills, and readiness to work in their specified field of business. As the job market gets more

competitive, more and more jobs are requiring a master's degree. Tiffin University is also continually growing as an institution.

Growth and Share Analysis

-Tiffin University is growing at a continual rate. Both the Undergraduate and Graduate programs each year have more and more people in them. Their goal is to keep new students taking their courses and continue their growth.

Competitor by growth and share

-Other schools are doing the same thing in that they are growing. Tiffin can use this as an advantage because though they do want to get larger and more known, they pride themselves on their private education. The small classes and one on one attention with the professors is what sells students on their school.

Critical Issues

-Other graduate schools offering the same degree may be cheaper or at a more accessible location.
-If a student wants all seated classes it may be hard for them to get by without having to take any online courses.



Marketing Objectives

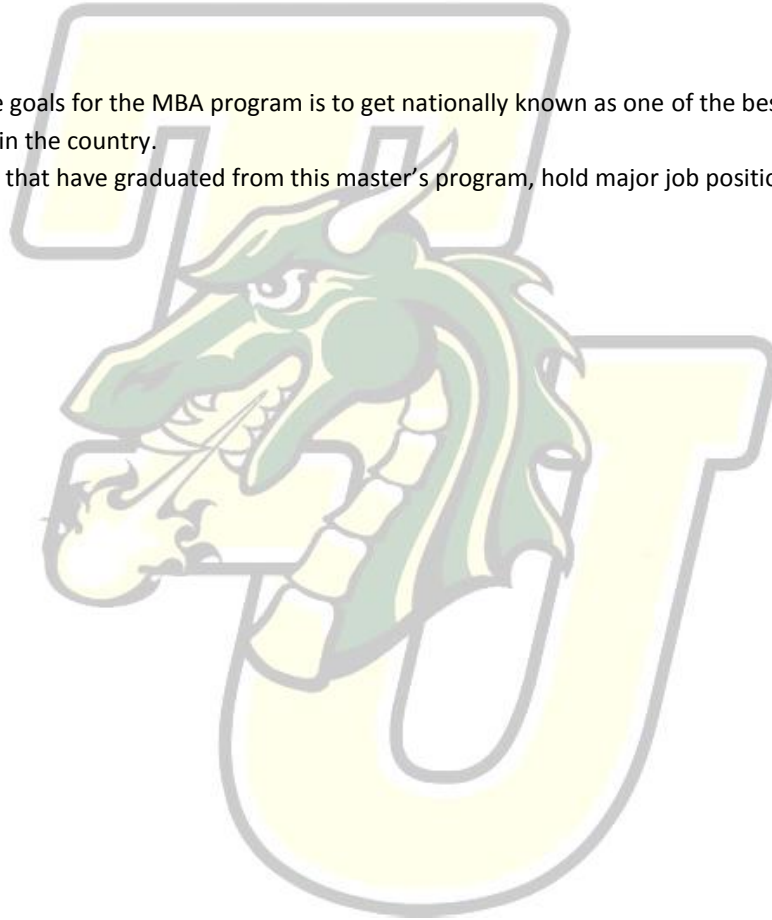
Short Range Goals

-The short range goals of Tiffin University's Sports Management MBA program is to get students to take classes with them and continually grow.

Long Range Goals

-The long range goals for the MBA program is to get nationally known as one of the best Sports management programs in the country.

-Have Students that have graduated from this master's program, hold major job positions in their perspective field.



Marketing Strategies

Activities

- On-campus presentations, College fairs, Job fairs, Call center.

Responsible Parties

- Graduate office, Graduate deans, and professors.

Deadline/Time Factor

- Most of the marketing is promoted in the fall. Our deadline is to get the majority done before January 1st 2012.

Operational chart

-(see attached)



Marketing Mix

Product

Core Products

-Quality MBA with an employment rate over 85%, highly skilled professors with quality business connections, on-line classes

Product Extensions

- Choice of online classes or seated classes

Quality

-Highly skilled professors, high employment rates, getting a degree from a prestigious University, Central location, small hands on classes.

Branding

-Degree from "The Tiffin University"

Price

Financials

- The program makes its money off of the tuition the students pay to receive their degree.
- The tuition for the 2011-2012 Academic year is set at \$1,400 per course.
- Discounts, scholarships, and Financial Aid are available.

Promotion

Advertising

- Flyer, Speeches, Booths at college and job fairs, brochures, bill boards, call centers, commercials.

Sales Promotions

- Deals with other universities, coupons for TU students, Specialize fields discounts such as "public safety personnel"

Cross Promotion

- Promoting it to other undergrad schools, also targeting all majors not only marketing and business.

Public Relations

- we have our students work in the field of the MBA throughout the community for example the "YMCA or athletic teams" for credits towards there degree.

Direct Sales

-The students pay for their tuition at Tiffin University

Media

- Marketing through Facebook, twitter, all social media, Having a discount if you do enroll online.

Place

Location

-We have three class buildings on campus for local students, also everything is offered online and therefor classes can be taken where ever the student is located.



Communication/Implementation Plan

Internal

- Provide an extra discount to students that have an undergraduate degree from Tiffin University.
- Offer a coupon to Tiffin Undergraduate students to help pay their tuition

External

- Call students that have graduated in a related degree,
- Continue to inform those not from Tiffin, about the University and the great plans they have.

Implementation

- This plan is going to come in effect the fall semester of 2012.

Interaction of Marketing Mix

- Using the strengths of the program, we will focus the attention of the prospect student on that, rather than on the negatives.
- The location of the school will be a positive for some in that they like a small town setting, but a negative for those that want to be in a big city.
- The pricing may be acceptable for some students because a private education is worth it to them where as others may think it is too expensive to pay when they can get a chapter option.
- The best way to go about it is to not fret over those that do not like the aspects of the school, and to grasp the attention of those that would fit in well.