The assignment for this class is an individual report. It is worth 100 per cent of the available marks. The report should be structured with 3,000 words1 as the limit on the word-count. Please select ONE of the following topics. 1. Discuss the perception that technology has shifted control of the sports property from the media rights holders to the fans. Use ONE detailed case study to support your line of argument. 2. Evaluate the perception that the characteristics of sports organisations makes it difficult to implement the principles and procedures of effective sports governance. Develop TWO case studies to support your point of view. 3. Some commentators argue that successful sponsorship deals are dependent on the concept of a partnership between the sponsor and the sports property holder. To what extent do you agree with this view? Use ONE detailed case study to support your opinions and observations. 4. Examine the motivations for internationalising a sport. How would you defend the view that internationalisation is not relevant for every sport? Use ONE detailed case study to support your point of view/ 5. Assess the view that if sports organisations fail to innovate they will die. Use TWO examples to support your point of view. 6. Some commentators argue that sports clubs “rip off” fans by constantly increasing prices and that this will lead to many fans not being able to afford to go to sports games and events. What is your view on this perception? How should clubs adopt an equitable ticketing strategy for its fan-base? Use ONE detailed case to support your line of argument. You are expected to engage with the relevant academic and business literature to develop your assignment and shape your assessment of the issues. This can be a combination of both academic literature and material that can be acquired from relevant newspapers, business journals and so on. Some directed reading is available on the class MyPlace section to provide some initial reading. Make full use of the relevant electronic library sources. The number of references used is not confined to a minimum or maximum number. However, you should apply common sense i.e. avoid basing your assignment on one or two sources and avoid cluttering the assignment with too many references i.e. you are not doing a literature review for a dissertation. Around twenty references (academic and business-related), should be used as a guideline. I would recommend that your review of the academic literature should contain around 12 – 15 references. A detailed case study means precisely that. It is more than a couple of sentences or a paragraph. It should be structured around 500 – 600 words and provide evidence of either good practice i.e. where the organisations concerned MSc M, MSc IM, MSc TMM MK803: Sports Marketing in a Global Context Page 3 of 3 2019/2020 Semester Two succeed in their stated objectives, or bad practice i.e. where the initiatives have failed. The assignments ask you to evaluate, discuss or assess. Therefore, you should consider alternative views or schools of thought that may apply to the particular topic. You should ensure that you bring your own views to bear on the discussion – particularly as you come to the concluding section of the assignment. Avoid too much description of the background to the topic. This wastes words given the limitations of the word-count. You can include such information in an appendix. Remember appendices are NOT included in the word-count. Focus on the specific issue(s) that are raised in the assignment topic. Please note that the assignment has to be written in report format. Please note students must use the plagiarism software “Turnitin” in advance of the submission of their assignment.