Achieving Commercial Viability vs. Upholding Olympism and the Olympic Values: Critically Consider the Strategic Position of the IOC’

**Paper details:**

This essay requires you to critically consider the modern-day challenge faced by the International Olympic Committee with regard to achieving commercial viability, via its leveraging of Olympism and the Olympic Values to enhance the value of sponsorships and broadcasting rights, whilst still upholding Olympism and the Olympic values, from the perspective of Olympism as a philosophy of social reform. 1. You should identify three contradictions between the IOC’s commercial management and Olympism or the Olympic values from the perspective of Olympism as a philosophy of social reform. Example: Unhealthy products of Olympic partners, such as McDonalds and Coca-Cola (i.e., IOC are sacrificing healthy eating of Olympic fans for the sponsorship revenues received from McDonalds and Coca-Cola) vs. Olympism advocates sport as a tool to develop health (i.e., “a balanced whole the qualities of body, will and mind”). 2. You should propose solutions as to how the IOC can manage each contradiction so to balance achieving commercial viability of the Games (i.e., Olympism as a commercial brand) and upholding Olympism and the Olympic Values (i.e., Olympism as a philosophy of social reform). Example: The IOC should only engage in partnerships with companies that promote Olympic ideals. You should write in an essay style (i.e., introduction, main body, and conclusion) and support your arguments with credible references combining industry sources (e.g., Olympic Charter; Olympic Marketing Factfile; BBC Sport) and academic references (e.g., DaCosta, 2006; Maguire, et al., 2008). Word Limit: 1,500 Words (10% above or below the limit will be acceptable except for reference and cover page)