Student's Name

Professor's Name

Course

Date

Sports Management

**Part 1**: Marketing of Sports vs. Marketing through Sports

(a)Subject: Week #5 Reading

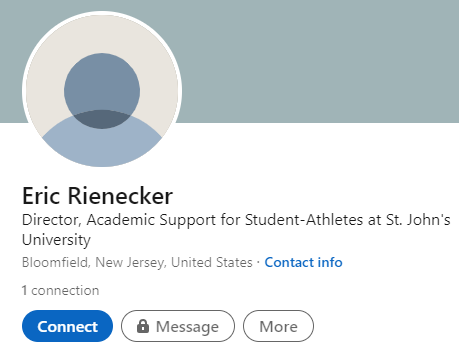
(b) Marketing of sports involves using various marketing techniques to promote participation and follow various sporting activities or teams. Marketing through sports involves using sports as a marketing tool to promote other goods and services. This involves using team brands and sports personalities to target a particular market segment.

Tag Heuer markets a non-sports product through mainstream sports. The company aligns the advertisement with Formula one by striking a connection between using the alignment between the product and the sport. Tag Heuer aligns this marketing with the Formula 1 sport to convey the quality and traits of its products.

Arsenal FC is an example of marketing sports. The ad on Red Level seeks to influence and convince many people to become members. The advert explains why it is important to join the group to reap the maximum benefits through graphics and statistics. This is a marketing strategy that creates a customer relationship with the product.

The marketing goal of the Arsenal FC advertisement is to increase the membership base and maximize the revenue from the membership fees.

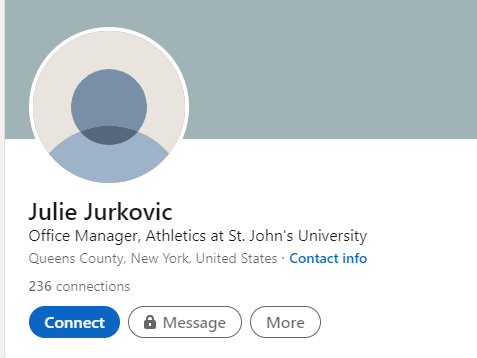
**Part II:** Linked Search



1. Eric Rienecker

Title: Director, Academic Support for Student-Athletes- St. John's

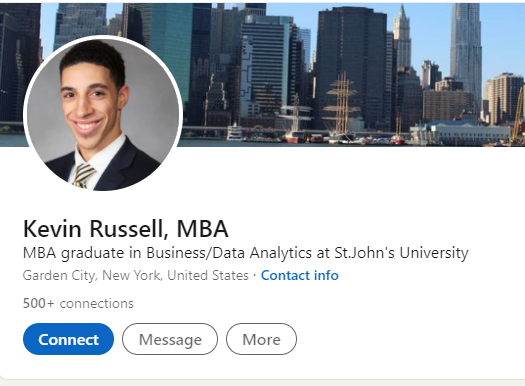
Link: [linkedin.com/in/eric-rienecker-6331a14a](https://www.linkedin.com/in/eric-rienecker-6331a14a)



1. JulieJurkovic

Office Manager, St John's

Link: [linkedin.com/in/julie-jurkovic-7a07b824](https://www.linkedin.com/in/julie-jurkovic-7a07b824)



1. Kevin Russel, MBA

Title: Associate Marketing Manager at St. John's University

Link: [linkedin.com/in/kevin-russell-mba-9745b849](https://www.linkedin.com/in/kevin-russell-mba-9745b849)



1. Jimmy Willis

Marketing Manager at Angling Trust

Link: [linkedin.com/in/jimmy-willis-1a100036](https://www.linkedin.com/in/jimmy-willis-1a100036)

**Part 3:** Multimedia

The CMO of Golden Knights is Brian Killingsworth.

CMO is an abbreviation for Chief Marketing Officer.

A 0.12, the podcast details a unique launch was that the administration did not know their players.

At 0.28, the unique marketing strategy that they do with newborns is that every new kid born in Summerlin Hospital gets a Vegas-born Onesie.

At 0.40, the unique fanbase of the Golden Knights is an averagely of 17 years

At 0.49, the use of artificial intelligence by the Golden Knights is to understand their in-customer better.

At 1.28, the CMO states that what is critical for the Golden Knights strategy is thinking differently by looking at competitors' landscape and looking at the past practices.

At 1.39, the speaker was at the XChange event, 2019, in Las Vegas.

Xchange is a technological conference organized by the Channel Company for training and capacity building for companies in the technology industry. The annual event seeks to give the necessary tools, insights and partnerships to help organizations keep up with the pace of a competitive environment.