

Sam 340 unit 9



**ASSIGN
BUSTER**

A Campaign for a Karate Program in our Community Karate is a form of martial arts that traces its origin from Japan. It can be defined as a way of self defense that requires no weapon. In addition to the idea of self defense, people undertake the practice for quite a number of benefits including health, life, ethical and moral and social (Samurai Karate, p. 1).

In line with life benefits, Karate helps to improve an individual's self esteem and confidence, discipline, management of anger, motivation and empowerment feeling. Ethically, Karate helps groom one's character. It promotes good behavior, courage, compassion, courtesy and loyalty.

Socially, karate provides an opportunity for participant to build good relationships through friendship. It also helps an individual to develop excellent team-building, leadership and social skills (Samurai Karate, p. 1).

I have learnt and therefore mastered Karate over the years. As a sport manager in the community's progressive organization, I would like to take advantage of the upcoming sporting event to popularize Karate programs in my community. The theme for the campaign will be " Karate for a healthy community. This means that my approach will be inclined towards creating awareness about Karate on the basis of its health benefits (eHow Contributor, p. 1). My personal opinion is that as long as members of the community join the Karate program for health reasons they are definitely bound to enjoy all the other associated benefits.

My first step will be to organize for production of T-shirts that might be donated or awarded to contestants of the day. The T-shirts will have the Karate campaign's theme and the organizations logo clearly printed on it. This will serve to send a clear message with regard to the relevance of Karate during the event. I assume that the progressive community

organization has a website such that more information about the Karate program will be posted.

I will also mention freebies that will be offered to interested members of the community courtesy of the Karate program. This will be in the form of free classes for those who will sign up for the program. This will be intended to encourage as many members of the community as possible to enroll as many people are not usually as interested to pay for a new venture when they have other things to do.

I will also organize a demonstration of a number of Karate skills to show how exciting the program will be. The demonstration will be showcased by experienced martial artists in the area of Karate. The performances will involve a single instructor and a team (eHow Contributor, p. 1).

I will mention of our efforts to include seminars in the program. The seminars will be offered at little or no cost to other groups within the community. The groups include parents groups, youth clubs, community centers, scouting programs among other organizations.

In relation to media involvement, I will offer to be consulted in line with the benefits of practicing Karate including health benefits.

At the end of the day I hope to convince a good number of the community members into the program on the account of well established goals of the campaign, strategy, clear campaign communications and proper management of resources at my disposal as a sports manager (Alley Cat Allies, p. 1).

Works Cited

Alley Cat Allies. “ Campaign Planning”. 2012. Web. 06 June 2012.

eHow Contributor. “ How to Promote a Martial Arts School”. 2012. California:
<https://assignbuster.com/sam-340-unit-9/>

Demand Media Inc. Web. 06 June 2012.

Samurai Karate. “ Benefits of Karate”. n. d. Web. 06 June 2012.