

# Marketing project assignment

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The bookstore's website can be found at [http://shop. Bookstore. NCSC. Du/](http://shop.Bookstore.NCSC.Du/). The online bookstore sells the same apparel found in the bookstore and offers delivery or pickup services for its products. The Go Pack online store can be found at [http://kopeck. Escapologist. Com/store. CFML? Store\\_id= 465](http://kopeck.Escapologist.Com/store.CFML?Store_id=465). The Go Pack online store sells the same apparel found in the store and offers delivery services as well. Market Areas Sells To NC State basketball sells to several markets and attempts to segment their marketing.

The organization concentrates its' marketing locally in the Triangle. The total market area include: The Triangle of Raleigh, Durham and Chapel Hill The Western region of North Carolina The Coastal region Of North Carolina The Piedmont region of North Carolina Major North Carolina cities such as Charlotte and Greensboro The teams' television broadcasts from the AC Network can be seen regionally across in the East Coast, in states that feature an AC school (North Carolina, South Carolina, Georgia, Florida, Virginia, etc. ) The team has over 50 radio affiliates in the state of North Carolina.

All major North Carolina cities have an NC State radio affiliate, including Raleigh, Durham, Charlotte, Greensboro, Asheville, Winston-Salem and the Outer Banks area. Product/Service Being Marketed Description of Product/service The main product being marketed is tickets to NC State basketball home games. Ticket packages available to fans include: Full season tickets Lifetime seats Ledge Lounge Private Suites Champion's Club Individual game tickets Group tickets (1 5+ people) Features and Capabilities The main focus of the product is the play that occurs during the game.

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The entertainment at a game include: On-court performance by the team. Halftime and timeout performances by various entertainment groups. Games on the video board, such as the “ Kiss Cam”. Interaction on the concourse with other fans. Food and beverage needs provided by the concession stands or vendors. Full season ticket plans include tickets to each NC State home game, often at a cheaper price than just buying individual tickets for each game. Season ticket holders may also be eligible for special deals on the AC Tournament or NCAA Tournament tickets.

Season ticket holders are automatically entered into a drawing in September in which they are eligible for prizes such as gift cards, autographed memorabilia and AC Tournament tickets. NC State offers incentives to other potential customers as well: Group tickets can be purchased at a discount off box office prices, as well as arranged seating in the same section and group recognition on the scoreboard. Other promotions for individual tickets, such as special “ Black Friday’ offers, vary each season. Product/Service Life Cycle The life cycle is roughly 5-6 months per year.

The regular season lasts from November-March and the conference and postseason tournaments such as the NCAA Tournament and National Invitation Tournament (NIT) can extend into late March-early April. Market of Product/Service Customers for Product/Service The primary customers are the fans: Dedicated basketball fans who follow the team game to game and frequently attend games. Interested fans who follow the team during the course of the season and often attend games. Fans who are aware of the team and will occasionally attend games. Fans who follow the team, but only watch the television broadcasts of the games and rarely attend games.

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Fans who are aware of the team and are interested in attending games.  
People who are not familiar with basketball but are aware of the NC State basketball team. For ricketing tickets, the team first focuses on season ticket packages, which are marketed to: Families Individuals For individual games, the organization segments the market into: Small businesses Families College students Young adults Why Product/Service Needed The NC State basketball team is a member of the famous “ Tobacco Road”, a place famous for its rich tradition in basketball.

With the state of North Carolina itself having a large history in the sport, basketball is a traditional pastime for the locals, who usually become fans of the respective local teams. NC State itself has an outstanding tradition in basketball, as a founding ember Of the AC and holds two national titles. The school’s background in the sport provides great pride for NC State students, fans and alumni of the university and also creates a demand for basketball tickets and apparel. NC State men’s basketball functions as one of two “ revenue sports” at the university (the other being football).

This means that the team helps the athletic department produce a profit and provide funding for smaller “ non- revenue” sports, such as tennis, volleyball, soccer, etc. NC State also participates with several charitable organizations, and they focus their efforts n four core areas: Fighting cancer Fighting hunger Supporting education Why Product/Service Needed (Cone. ) Military appreciation How product/Service Used Fans present their tickets to the ticket scanner when they enter PAN Arena and make their way to their seat to enjoy the game. College basketball games are two halves long, with each half lasting twenty minutes.

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If the game is tied after two halves, the game enters overtime, in which the teams engage in a brief, five minute period to see who scores more points.

The teams continue overtime possessions until one team outscores the other. Other entertainment is provided during timeouts, thanks to performances by the NC State pep band, dance team and cheerleaders.

Halftime performances vary throughout the year, but are also provided for games. Fans can watch games on multiple high-definition television channels. Channels include ESP., ASPEN, JSPELL, and the AC Digital Network. Local fans can listen to NC State basketball on the radio at 101. \*Channels vary outside of the Triangle area. A full list of radio channel affiliates for various cities and towns can be found here: <http://www.kopeck.com/multimedia/football-radio-affiliates.html>

When Product/Service Bought  
Tickets to games can be purchased prior to and throughout the college basketball season. NC State provides 4, 500 tickets for its student body. Students are not charged for tickets, but must have a valid student ID with their ticket in order to enter PAN Arena. For individual games: Tickets are on sale from early September until early March.

Also dependent on if the Halfback makes a postseason tournament (NCAA or NIT). For season tickets: Season tickets must be purchased before September 15. There is no deadline to be entered into the random drawings for prizes, provided you purchase them before the September 15 deadline. If you are unable to attend a game for which you have season tickets for, NC State will allow you to transfer these tickets online to your family and friends for them to use. For group tickets: Group ticket packages are available for companies, school, team or any other kind of group of 15 or more people.

Group ticket packages include: Discount off box office ticket prices (for select games). Block of seating in the same section (based on availability). Group recognition on the scoreboard (Optional). When Product/Service Bought (Cone. ) Customized flyers for promotion of your group outing (Optional). No individual ticket surcharge. For NCAA tournament tickets: NCAA ticket applications are first distributed to Halfback Club members Applications must be submitted by March 5 Halfback Club members have first priority on NCAA tickets, followed by the general public.

Quantity limits on tickets vary based on location of sites and the current “round” Of the tournament the team is playing in (Regional, Final Four, etc. ). Product/Service position Competitors Offering Products/Services The NC State Halfback are one of four major NCAA basketball teams in the Tobacco Road” area. Duke University (Durham), Wake Forest University (Winston-Salem) and University of North Carolina-Chapel Hill are the other three. Duke and UNC-CHI are located with NC State in the Triangle area. There is also competition with three professional sport franchises who operate during NC State’s basketball season.

Carolina Panthers (NFG), Carolina Hurricanes (NIL) and Charlotte Bobcats (NAB) Competing Products/Services Features/Capabilities College basketball: Duke University 4 National Championships University of North Carolina-Chapel Hill 5 National Championships Wake Forest University Final Four Appearance Professional Football: Carolina Panthers 5 NFG playoff appearances 1 Super Bowl Appearance Professional basketball: Charlotte Bobcats 1 NAB playoff appearance Professional ice hockey: Carolina Hurricanes 1 Stanley Cup Championship How Competing Products/Services  
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Different NC State has one of the largest arenas in the country for college basketball, seating 19, 772 fans. PAN Arena also holds the record the loudest noise record for an indoor sporting event. NC State is the only college basketball team in the Triangle region that shares its arena with a professional sports team (the Carolina Hurricanes), making it a more attractive and modern stadium experience.

**Competing Products/Services Evaluations** The ACC is one of the nation's most well known conferences in NCAA college basketball, which means we will see several highly ranked teams playing against NC State at PAN Arena.

Attending a NC State basketball game is usually less time-consuming than attending an NFL or NHL game. PAN Arena offers a wide variety of food and beverages that can be found on the concourse. There are 3, 800 parking spots at PAN Arena and nearby Carter- Finley Stadium. The parking lot opens two and half-hours prior to the start of the game as well, making parking hassle free for the most part. Compared to individual and season tickets at Duke and UNC-CHI, NC State is much more affordable. All Products/Services

**Market Share** The NC State Wolfpack are one of three “ major” NCAA schools in the Triangle area. The next closest major team outside of the Triangle is Wake Forest, which is 104 miles away. The closest professional basketball (NBA) team is the Charlotte Bobcats, who are 164 miles away.

**Product/Service Marketing Channels** Current Product/Service Marketing Channels The main marketing channels used by NC State basketball include: Television ACC Digital Network WRAP Internet <http://www.kopeck.com/sports/m-bask/NCSC-m-bask-body>. HTML Social Media Twitter Facebook

Youth program Radio Billboards Online editions of the newspaper: [www.wakeforest.edu](http://www.wakeforest.edu)

Newsreader. Mom Competitor(s) Marketing Channels The main marketing tools used by the competitors of NC State basketball include: Television Social Media Magazines Newspapers (Print and Online) Venue Sponsorship Advantages/Disadvantages of Current Channels Advantages The internet is the best source for tracking the return on investment (ROI) Fans can watch highlights of the team on <http://win.Pack.Com/sports/m-bask/NCSC-m-bask;body.HTML> or on the team's Youth channel at <HTTPS://www.Youth.Com/channel/Soulfully-XpsnNfb2MU31UQ>. Fans can visit the team website to learn about a vast amount Of information regarding the team. Fans can also purchase tickets online to see upcoming games..

Television raises awareness of the team and allows fans to watch the team from their homes. All of NC State's games were aired on television this past season, including a visit from Aspen's College Someday for the UNC-CHI game. Advantages/Disadvantages of Current Channels (Cone. ) Television coverage usually includes a pregame, halftime and postgame show. Social media allows the coaches and players to interact with fans. Allows coaches and players to talk " with fans" instead of " at them". Fans feel more emotionally invested with the team thanks to this personal interaction. Radio allows fans to follow games if they can't watch it on television.

All basketball games are aired on radio thanks to current contract. Includes a pregame and postgame show. Fans can call in and ask questions/make comments about team during postgame show. Billboards raise awareness of the team, make the basketball team more recognizable. The online edition of the newspaper can be updated to show current news and final scores.

Disadvantages It is difficult to quantify the ROI from television and radio. NC <https://assignbuster.com/marketing-project-assignment/>



State basketball is not always televised on ESP. and as a result, does not receive as much exposure as larger markets. Billboards may not be as effective in the current technological age. Social media is usually used by the most dedicated fans.

Players may come under criticism for making unprofessional remarks The program may alienate fans by ignoring questions on social media Those who only use the hardcopy of the newspaper will miss the most recent team news.