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SMG 225 FINAL EXAM

Directions: Please answer all questions completely, using complete sentences and citing sources within your answer where appropriate. Your answers should be thorough enough to justify ten points each.

- 1) How might the mission statement for a for-profit health club read? How would it balance profitability with customer and employee service? Use Ch. 5 extensively for this answer.

I would imagine a mission statement for a for-profit health club would read

"To enhance the quality of life in the communities we serve through our fitness philosophy, facilities, programs, and products and to instill in the lives of people everywhere the value of health and fitness."

It would balance profitability with customer and employee service by selling things in the gym that benefit those components. Gyms can offer personal training sessions that can be fixed costs for operation, variable costs per unit, and the selling cost per unit; they can also offer packages with memberships. The key for gyms are to break even and then see where they can go about getting the profit in their gym.

- 2) Many workers, including immigrant labor and college athletes, face unfavorable, harsh, and even discriminatory conditions that sometimes fly in the face of a company's mission statement. In lieu of such mission documents, who has the greater responsibility to look after employees – the employer or the employee themselves?

The greater responsibility relies on the employee when the issue comes to immigrant labor because they are people who are there one day and might not be there the next day which means the employer cannot watch over each and every employee due to the fact that so many people try to cross the border each day. With college athletes I believe the greater responsibility lies with the employer because the employer is the one that wants them here and those players usually got here by a promise or a good pitch by the employer so it is really their job to take care of any bad conditions put on that college athlete. The minor league players that were in the Alexis Quiroz story are even examples of both because they are at that college age and most of them were in the academies from some promise told to them by their scout they met sometime in their life. Those players had to look after themselves after a while, but it should have been the employer who took care of them and conditions better than what they were.

- 3) Is the Drake Group a threat to the current state of affairs for college athletics? Should it be?

No I do not believe the Drake Group is a threat to the current state of affairs because even talking to Dr. Otto she made it seem like she just wants to point things out to the college athletics and believes in academics being first for the students. Should the Drake Group be a threat, no it should not, but college athletics should take notice of them. Drake is trying to help the athletics be better for all people involved as a student first, athlete second.

- 4) What are the two thrusts of sport marketing? And how should institutional mission factor into a marketing strategy for a product or a team? Provide specific examples.

The two thrusts of sports marketing is marketing the sport and marketing through the sport. The institutional mission should factor into the marketing strategy by figuring out what type of crowd they are going after to go get their product/sport. Examples such as the WWE with their TV-PG rating and family entertainment value so they try to reach out to all by making fun toy figures that children can play with and shirts that only represent the superstar. The statement should be what they build their product off of because people are going to read mission statements and they want to know that you plan on promoting what you stand for.

- 5) Create your own trip for J-term 2012. Identify categories such as professional team, sporting good manufacturer, sport governing body, college athletics, sport facility, non for profit sport entity, etc. For example, our Wednesday was as follows: 9:30 – Non for profit; 1:00 – sport governing body; 3:00- sport governing body; 4:00 – college athletic department; 7:00 – basketball game.

Defend the balance you would like to see on a weeklong trip.

The trip that I would be heavily for J-Term 2012 would be a trip to the Minnesota area. Part of my idea for the trip there would branch out into the North Dakota area as well if it can be accommodated. Focus of the trip would be around the St. Paul area so making way into North Dakota may be extremely difficult. Examples of places we can inquire about during the trip include:

- Xcel Energy Center (NHL and Lacrosse franchises)
- Have Minnesota Sports & Entertainment (MSE) Provider come talk, possibly while at Xcel Center.

- Talk with Minnesota Intercollegiate Athletic Conference (MIAC) (Division III), Upper Midwest Athletic Conference (UMAC) (Division III), and/or Northern Sun Intercollegiate Conference (NSIC) (Division II). All Located in St. Paul.
- Talk to the people who put on the Twin Cities Marathon every year.
- Meet with Minnesota Sports Federation (MSF), Minnesota Youth Athletic Services(MYAS) (Both Non Profit)
- Other Governing Bodies that could be arranged to meet with are USA Hockey (Mission to promote growth of youth hockey.)
- <http://www.visitminneapolisnorth.com/sports/links.aspx> For more about the prior two bullet points.
- Colleges that we could make engagements with include University of Minnesota, Minnesota State University. Teams like the Minnesota Twins, Vikings can be discussed as well to make a visit.

The balance I would like to see on the trip is a lot like this prior trip. I think this trip would be useful in getting more contacts in the Midwest area. The ideas given prior in this question just show a lot of places that can be attempted to go to and the people we can talk to. Balance is a big key in whether another trip like the St. Louis one can be pulled off in another state. I would like meet with organizations that are beneficial to the sport community whether they are non profit or for profit. It is always fun being able to see big league team facilities, but the governing bodies are where a lot of jobs can be found and I think the balance is founded in having a good amount of those sites to go to.