NSU SPORT AND RECREATION MANAGEMENT NEWSLETTER

SAVE THE DATE

FEBRUARY 26, 2014 IS THE THIRD ANNUAL SPT NIGHT AT THE DON TAFT UNIVERSITY CENTER ARENA WHEN THE MEN’S AND WOMEN’S BASKETBALL TEAMS TAKE ON FLORIDA TECH. THE EVENT STARTS AT 5:30 P.M. MARK YOUR CALENDARS NOW!

HAPPY THANKSGIVING

Student Robert Gornitz, Matt Britten and promotional items from the Marlins

Miami Marlins Director of Marketing Speaks to Students

Matt Britten, Marlins Director of Marketing, recently spoke to students in SPT 5200. He was very informative explaining the Marlins strategy in bringing fans back to Marlins Park. His department is using a variety of approaches. One way to get a return on your marketing investments is by targeting groups revealed in research data. After the big trades in 2012, special theme nights and other activities geared toward moms, seniors and kids were developed for 2013. Those promotions along with post-game concerts, acts and fireworks created new interest. He noted that the Marlins now have a Department of Social and Digital Media. His department works closely with the team’s ad agency with many of the creative ideas coming from in-house. The off season is a busy time for the team. Matt’s department is focusing on 2014 creating a new tag line, a calendar of events, spots for radio and TV and hi-lighting successful young players like 2013 Rookie of the Year Jose Fernandez and Henderson Alvarez who threw a no-hitter on Closing Day.

THANK YOU!

Your editor, Professor Nancy Olson, would like to take this opportunity to thank Dr. Finley for helping her recently with mock interviews in SPT 4850. She also thanks Dr. Fountain for filling in for her when she was in the hospital earlier this term. And finally, thanks to all our SPT Students who are taking advantage of the many internship and volunteer experiences provided by our business partners. Take your time this Thanksgiving to think about the people and things for which your are grateful.

HAPPY THANKSGIVING!