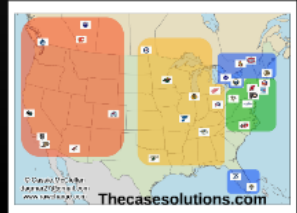
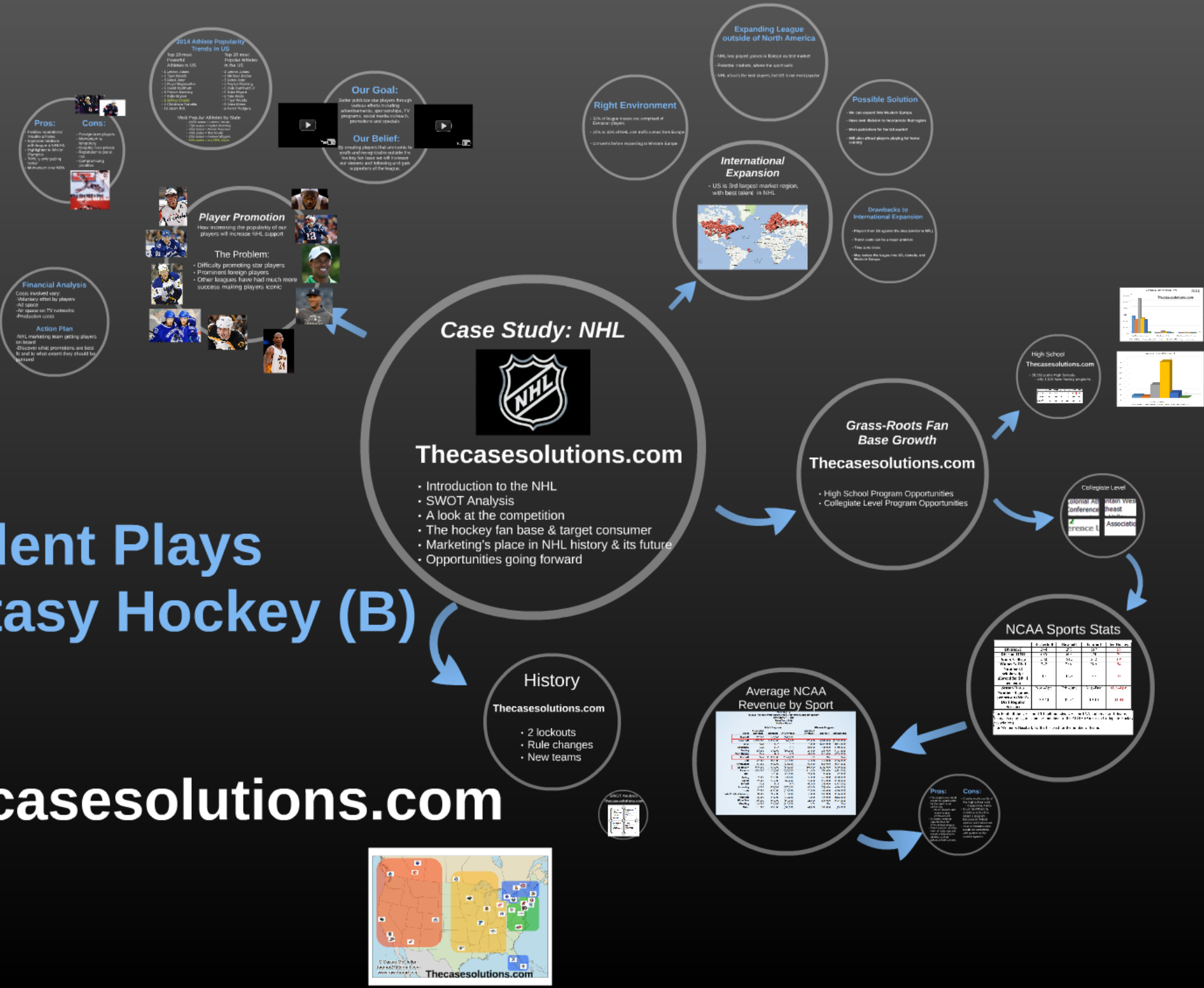


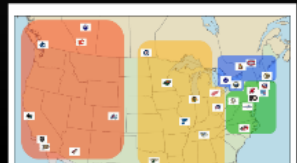
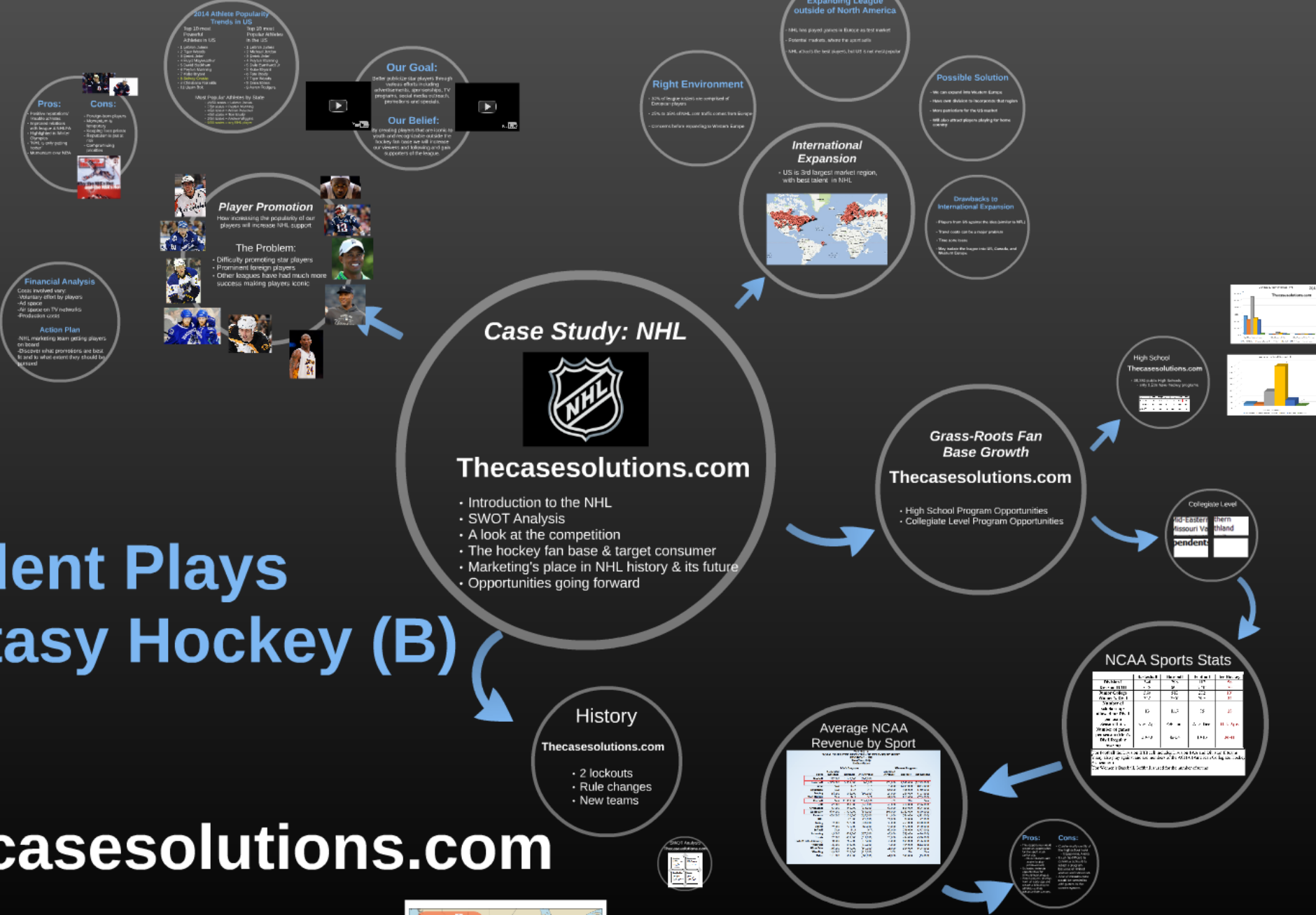
Student Plays Fantasy Hockey (B)

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Case Study: NHL



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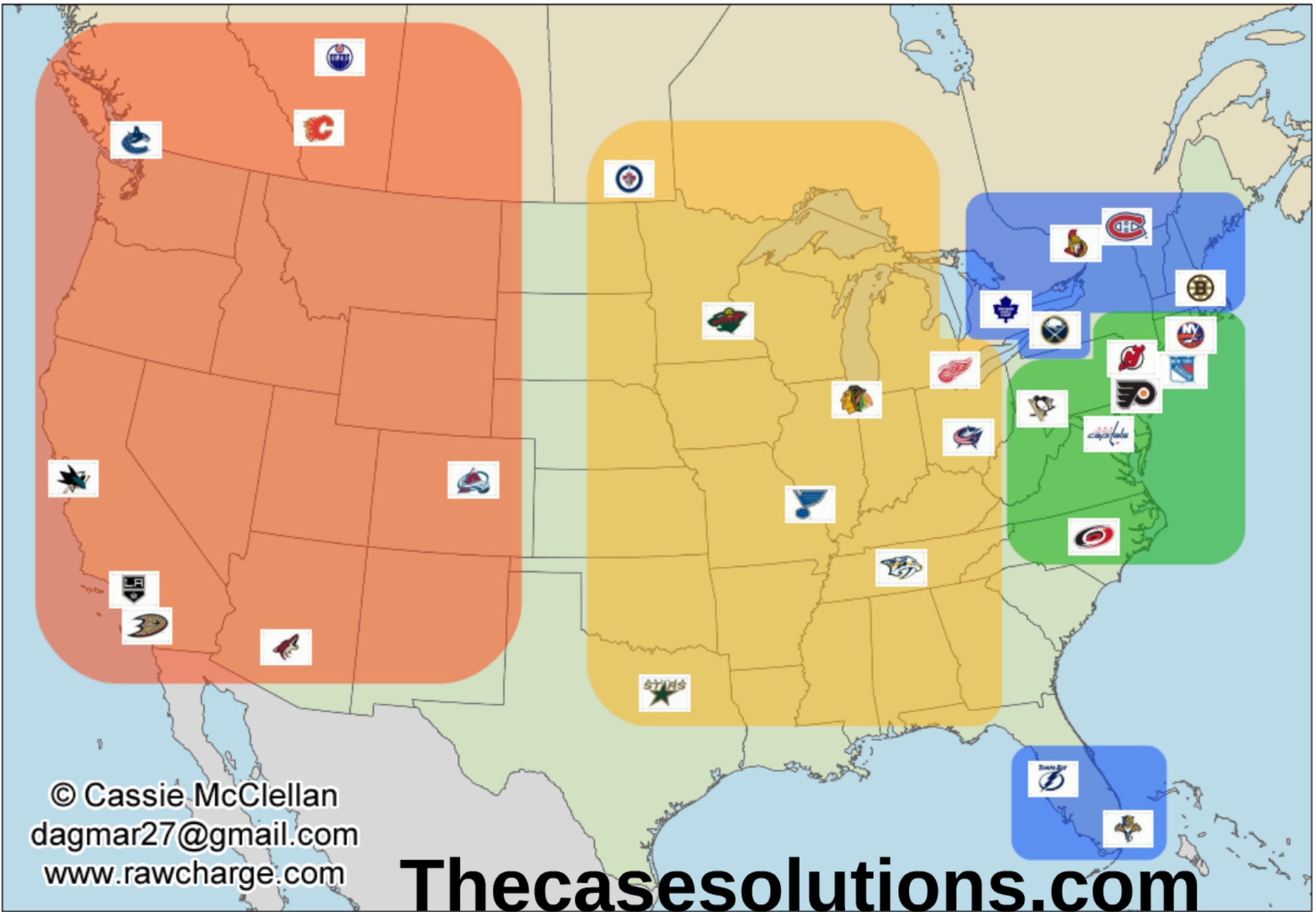
- Introduction to the NHL
- SWOT Analysis
- A look at the competition
- The hockey fan base & target consumer
- Marketing's place in NHL history & its future
- Opportunities going forward

v (B)

History

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- 2 lockouts
- Rule changes
- New teams



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SWOT Analysis

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Strengths

- loyal fans' attendance at games
- Popularity of Stanley Cup
- Charitable contributions

Weaknesses

- Lockouts
- Struggling markets south
- Amount of foreign players

Opportunities

- Olympic buzz
- Social media promotion
- Ability to expand in new markets

Threats

- Other professional sports
- Misconception of "brutal" behavior
- Economic state



*Grass-Roots Fan
Base Growth*

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- High School Program Opportunities
- Collegiate Level Program Opportunities

High School

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- 30,381 public High Schools
 - only 1,518 have hockey programs

Student Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
Percent High School to NCAA	3.3%	3.7%	6.5%	6.8%	11.3%	5.7%
Percent NCAA to Professional	1.2%	0.9%	1.6%	9.4%	0.8%	1.9%
Percent High School to Professional	0.03%	0.03%	0.08%	0.50%	0.07%	0.09%

Athletes by sport and school level

2013

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