

Marketing

Contract #	Term	Course	Contract Title	Contract Description
221055	Fall 2014	MKTG-3109	Examining the Future Possibilities of Football at Columbus State University*	<p>In December of 2012, a proposal to add football and/or try to move into Division I at Columbus State University was studied. For this honors contract, I will further review and examine reasons to support and reasons to oppose the addition of National Collegiate Athletic Association football in Division I or Division II at CSU, with a marketing perspective on the issue. The goal is to determine the cost benefit analysis from a marketing point of view. The goal will be achieved by looking at the demand for football and incorporating the concept of price in-elasticity and its implications for potential revenue from NCAA football. Then, a comparison will be made about the implications of the economic realities for a football team with the current athletic budget as well as for alternatives. I will determine my thesis after surveying and analyzing all the specific reasons to support and reasons to oppose the addition of NCAA football at CSU on each side of the issue. *The contract title may change slightly at the conclusion of my presentation.</p>