

Gwinnett Braves Consumer Behavior Project

For your project, we will be participating in “America’s pastime” – a baseball game! Your first task is to walk around the stadium and make observations of, or in other words collect evidence of, the Gwinnett Brave’s marketing strategy in terms of the following:

1. Branding
2. Products & Services being offered
3. Promotional efforts
4. Pricing

Your second task is to observe consumers as they “consume” the experience of attending the game and make observations of the following influences on consumer behavior:

1. Cultural Values
2. Demographics & Social class
3. Families & Households
4. Reference Groups
5. Perception & Information Processing
6. Learning & Memories
7. Motivations, Needs & Personality
8. Attitudes & Emotions
9. Physical Surroundings
10. Consumption Rituals

Your third task is to write a ~3 page (single-spaced; double spaces between paragraphs) group paper that summarizes your observations in relation to concepts that we have discussed in class. For the paper, your group will be assigned to focus on one of above topics related to consumer behavior. You will have time on April 25 to work on your papers during class time. Please bring all of your lecture notes/slides to class on this day to help you with writing the paper. Remember that you will have the opportunity to evaluate your group member’s participation. If you are absent on April 25 points will be deducted from your grade. The paper should be organized as follows:

- Title page (name of all group members and focal topic)
- Brief summary of Gwinnett Braves marketing strategy (~1-2 pages, single-spaced)
- Observations & analysis of your focal topic as related to consumer behavior at the game (~2-3 pages, single-spaced)
- Implications for the development/improvement of Gwinnett Braves marketing strategy

Your fourth task will be to present your observations, analysis and ideas to the class in a 10-15 minute presentation on May 2. The presentation should be informative, educational, engaging, creative and professional – pretend like you are presenting to the Gwinnett Braves management team!

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- Game is Monday, April 18; we will be meeting promptly at 6:30 pm at the ticket box office
 - Tickets will be \$9; parking is \$5 (*****CASH ONLY*****); **Please bring something to take notes**
 - I must have a signed release form for you to participate
 - Our class meeting will take place from 6:30-8 pm; class will be dismissed at 8 pm
 - For more information about parking/driving directions visit http://www.milb.com/documents/4/7/6/126711476/Coolray_Field_Parking_2015_gco8jkdt.pdf