

**Topic: Marketing Campaign Plan for Launching the Student Union
Football Club at SSS**

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Executive Summary

This marketing strategy will be a detailed proposal to expand and roll out a Student Union Football Club at the Scholars School System (SSS) within the Leeds Trinity University Students Union program. Student unions are significant in enhancing student experience through hosting social, academic and recreational events. The campaign that is proposed to be in the form of a football club is intended to create more student involvement, encourage good health and foster a good community in the institution.

The campaign is aimed at the Generation Z students between the age of 18-24 years old as they represent the largest number of the student population. The marketing plan uses some of the marketing concepts such as market segmentation, SWOT analysis, marketing goals and the marketing mix. The plan shows how integrated marketing communications can enable effective introduction of a new student activity as well as the reinforcement of the existence of Students Union at SSS.

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1. Introduction

Marketing is a tactical activity where organisations develop value to the customers by defining their needs and coming up with products or services that meet their needs (Sudirjo, 2023). The contemporary concept of marketing puts the focus on the customers and the necessity to provide them with the value created by skillfully designed marketing strategies.

Student unions have a very special service environment where profit generation is not the main goal but the improvement of the student engagement and wellbeing (Dubber, 2024). Universities are also appreciating the necessity to have extracurricular activities like sport clubs in the support of the physical well being, socialisation and academic performance of students.

The marketing plan is aimed at creating a campaign to open a Student Union Football Club at the Scholars School System (SSS). The campaign will be geared towards promoting the awareness of the club, motivating student involvement and building on the role of the Students Union as a student engagement centre.

2. Marketing Strategy

Marketing strategy determines the way in which an organisation will reach its goals by focusing on the right audiences and communicating value to the targeted audiences (Lopes and Casais, 2022). Effective marketing plans combine market research with market positioning and communication strategies.

The marketing strategy behind this campaign is to ensure that the football club is positioned as a very inclusive and interesting activity that will complement the student life at SSS (Beek *et al.*, 2023). Football is a popular game in the world and it has a high number of participants among the university students. FIFA (2022) notes that football is accessible and widely recognised by more than 265 million individuals all over the world.

Table 1 shows the core strategic components of the campaign.

Strategic Element	Description
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Campaign Title	Kick Off Your College Life
Value Proposition	An inclusive football club offering fitness, teamwork and social engagement
Target Market	SSS students aged 18–24
Strategic Objective	Increase awareness and student participation in football activities
Communication Approach	Integrated marketing communications combining digital and campus media

The idea behind this strategy is to establish a good relationship between the Students Union and the student community through the communication means that are applicable in the contemporary student lives.

3. Situation Analysis of an organisation.

The situation analysis is a very significant phase of marketing planning, which provides an analysis of the internal capabilities and the external environment. It assists organisations in creating opportunities and threats that could influence marketing performance.

The Student Union at SSS is meant to address the interest of students and offer them an opportunity to develop socially and personally (Wade, 2023). Nonetheless, as a developing institution branch, it suffers the issues regarding the awareness, participation and resource distribution.

A SWOT analysis offers a systematic guide in the study of internal strengths and weaknesses and external opportunities and threats that the proposed football club would be exposed to (BNI Global, 2023).

Table 2: SWOT Analysis of the Student Union Football Club Campaign

Strengths	Weaknesses
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Established Student Union structure that supports student activities	Limited financial resources for sports equipment and facilities
Strong student interest in sports and extracurricular activities	Low awareness of Student Union initiatives among new students
Football is a popular and accessible sport	Potential difficulties in maintaining consistent participation

Opportunities	Threats
Increasing focus on student wellbeing and physical health	Academic workload reducing student participation
Potential partnerships with local sports facilities	Rising facility and operational costs
Growing use of social media for student engagement	Competing student activities and clubs

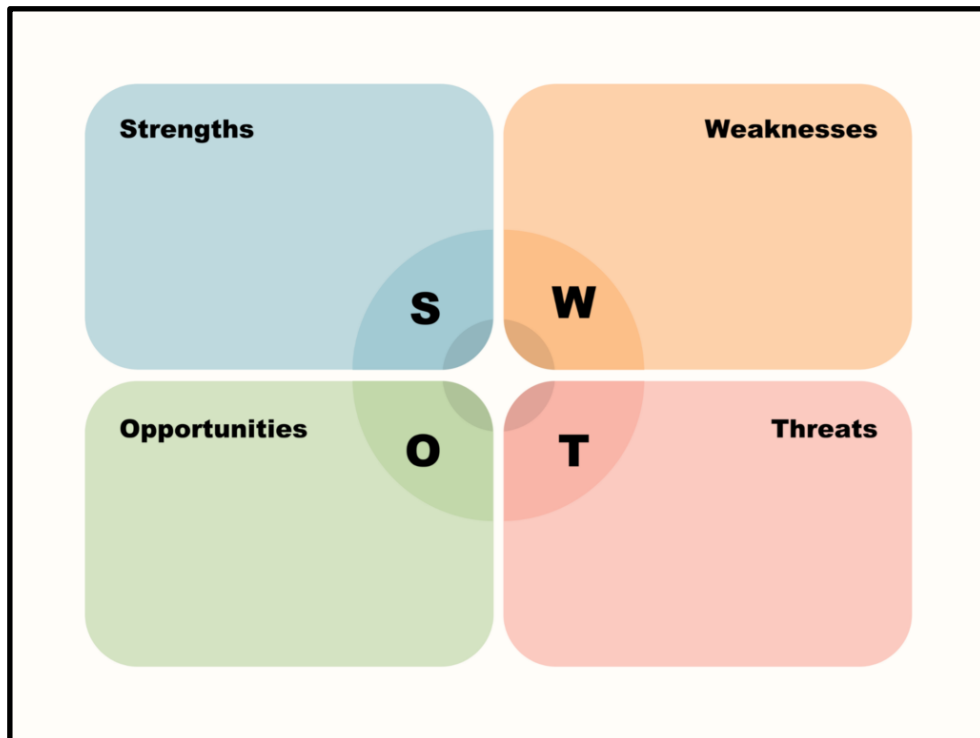


Figure 1: SWOT Analysis

Source: (BNI Global, 2023)

4. Target Audience

The Generation Z students of the age between 18-24 studying at SSS are the main target group of this campaign. Generation Z is the most significant number of student population and is defined by high levels of digital connectivity and heavy social media use as well as the desire to have an interactive experience (Imjai *et al.*, 2024).

According to a study conducted by Statista (2023), the vast majority of Generation Z users are actively engaged with the social media platforms, with Instagram and TikTok being highly popular with this generation. Such platforms are thus very efficient in targeting this group of people.

Table 3: Target Audience Profile

Factor	Description
Age	18–24
Generation	Generation Z
Lifestyle	Social, digitally connected, interested in experiences
Key Motivations	Fitness, social interaction, personal development
Preferred Media Channels	Instagram, TikTok, YouTube

The students in this demographic group consider engaging in activities that enable them to interact with others as well as enhance their wellbeing. The football club thus addresses recreational and social needs, which are some of the features that are appealing to the target audience (Statista, 2023).

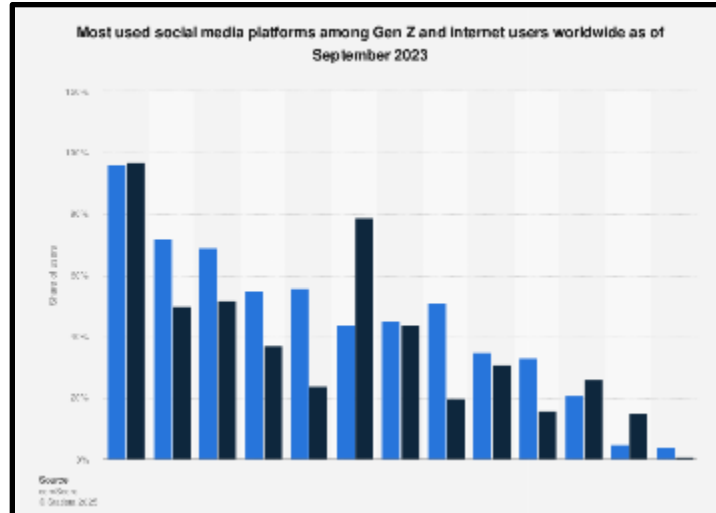


Figure 2: Most used social media platforms by Gen Z

Source: (Statista, 2023)

5. Marketing Goals

Marketing objectives give realistic measures that can be used to define where marketing will take place (Starostina *et al.*, 2022). The marketing goals must be specific, measurable, achievable, relevant and time-bound.

The marketing campaign of the Student Union Football Club is expected to meet the following goals within the first two months of its introduction.

Table 4: Marketing Objectives and KPIs

Objective	Key Performance Indicator	Target
Increase awareness of the football club	Social media reach and impressions	Reach 70% of SSS students
Recruit club members	Student registrations	50+ members in 8 weeks

Improve engagement with Student Union activities	Event attendance	100 participants at launch events
Build online community	Social media followers	1000 followers across platforms

6. Marketing Mix

The marketing mix offers an outline upon which strategies can be established to generate value to the customers. The conventional 4P model product, price, place and promotion has been extensively applied in marketing planning (Nguyen, 2024).

Product

The marketing plan product is the Student Union Football Club experience that consists of weekly training, competitive games, tournaments and social events (Healy, 2025). The club offers recreational and competitive opportunities, hence students of various skills are able to join the club.

Price

Pricing strategy will be used to make sure it is affordable and accessible. Membership fees of student will be kept at low costs or even free during the first roll out stage in order to attract membership. It has been found that the reduced entry barriers are a major contributor to increased participation in student activities.

Place

The football games will be arranged at the campus sports or the local football grounds, which are affordable to students. The schedules, sign-up forms and club updates will be given on online websites like the Student Union web site.

Promotion

The marketing mix that is most significant during the launch phase is promotion. The marketing will involve integrated marketing communications that will integrate both digital media and promotional activities like campus and student involvement programs (Woehler and Ernst, 2023).



Figure 3: Marketing 4Ps

Source: (Nguyen, 2024)

7. Implementation and Evaluation of the campaigns.

Marketing campaigns to be successful have to be conducted in order and analyzed throughout. The marketing action schedule makes sure that the promotional activities are done in a coordinated way (Sintani *et al.*, 2022).

Table 5: Campaign Timeline

Week	Key Activity
Week 1	Launch social media pages and promotional content
Week 2–3	Poster campaign across campus

Week 4	Student information sessions
Week 5–6	Football trials and training sessions
Week 7–8	Friendly matches and social events

The evaluation of the campaign will be based on the performance according to the established goals. The primary key performance indicators will be the number of students registered, the metrics of social media and attendance at football events.

8. Conclusion

This marketing plan has outlined a detailed plan of establishing a Student Union Football Club at Scholars School System. Using major marketing concepts such as segmentation, SWOT analysis, marketing objectives as well as marketing mix, the plan shows how effective marketing communications can enhance student engagement.

The Kick Off Your College Life campaign will help the football club to be positioned as a student-friendly and an exciting activity that improves student life. The campaign will be done using the digital media to carry out campus promotions and student-related events that will establish high awareness and participation.

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