NFL Draft Project

Begin with the End in Mind: The aim of this assignment is to have fun applying marketing and analytics ideas and methods to inform an NFL Draft strategy. A secondary purpose for this work is to build group project skills.

The Deliverables: You will write a report and present your analysis and decisions ahead of the NFL Draft in April.

- This is a group assignment worth **240 points** (paper- 200 points, presentation - 40 points)

- Your report will be 10-15 pages in length, double-spaced, 12pt. Times New Roman, normal margins. You should write in paragraph form (i.e. no bullet points). **You must cite your sources, both in-text and on a Works Cited page.** If you need assistance, please visit the Trexler Library citation guide.

- Your presentation will be 8-10 minutes in length. You will submit your PowerPoint presentation at the same time as your paper.

- **Your work must be evidence-rich**. This should include ample quantitative evidence, but there is much to be said for good qualitative considerations too. **Your answers need to be in-depth and show you not only understand the material but can also apply what we've learned in class this semester.**

- There is great opportunity for the use of visuals in this work. Many SWOT visual tools already exist and could be used well here. Tables, trees, bar charts, and the like could help you in analysis and strengthen the communication of your findings.

Grading

All group members receiving the same grade. Below you will find the breakdown of the points. Reduction of points for formatting, proper citations, grammar/spelling issues, etc. are embedded in each section's points. See the syllabus for penalties regarding the failure to include in-text citations or a Works Cited page.

Item	**Points**
Executive Summary (Dr. C)	10
Organizational SWOT (Dr. H)	30
Team SWOT (Dr. C)	30
Predictive Player Performance Model (Dr. C)	70
Off-the-Field Considerations (Dr. H)	30
Fan Engagement Plan (Dr. H)	30
Presentation (Dr. C and Dr. H)	40
Total	**240**

The Report- the following sections are to be included in the paper.

- **Executive Summary**: This is a one- or two-paragraph summary that leads with your decision of the best draft pick options and supports that with the most salient evidence and analysis. Keep it to the point! (This should appear on its own page with other sections beginning on the following page.) [1 page]

- **Organizational SWOT**: This is a strengths-weaknesses-opportunities-threats analysis of your organization. Focus here on broader business questions, which could include but is not limited to brand, fan base, stadium, ticket sales, key non-player personnel, your competition for entertainment spending, and your community. This section should not contain any assumptions, but instead be researched and cited. [2-3 pages]

- **Team Performance SWOT**: This is a SWOT analysis of your team's on-the-field performance. Both aggregate and individual player-level characteristics could be appropriate here. Be sure to examine both internally and externally (i.e., your competition, possible rule changes, future free agents, etc.). Predictive analytics are welcome in this section but certainly not required. [2-3 pages]

- **Predictive Player Performance Model**: In this section, you will build a mathematical model to predict the NFL performance of prospects you are considering. You may use any regression-style approach that you prefer (or some creative alternative, with prior approval). **You must use data splitting.**
  This section should lead with a summary of your predictive results. Be sure to discuss both players you would like to select and several of the alternatives that you do not think are as desirable for your team.
  Follow up your findings with a thorough explanation of your methods and data sources. Here, be sure to include an assessment of your model's effectiveness. Standard metrics here are fine, as would be more creative residual-based approaches that meet minimax, maximin, or similar business objectives. [2-3 pages]

- **Off-the-Field Considerations**: Here, present your analysis of how well each player you would consider drafting fits in with off-the-field needs. This could include but is not limited to how prospects relate to the fan base demographics, team history, jersey sales, or their social media following. *Hint- consider your SWOT analyses. [1-2 pages]

- **Fan Engagement/ Marketing Plan**: In this section, explain your fan engagement/ marketing plan (remember the cluster assignment?) and how your new player(s) (i.e. the product) will be incorporated. Include your broader strategic aims (i.e. what objectives are you trying to achieve) and discuss your tactical plans with **multiple** specific examples (i.e. how you will achieve them). Make sure you highlight the other elements of the marketing mix. Be creative and realistic! [2-3 pages]