THE BASKETBALL MANAGERS ONLINE COURSE

8 WEEKS DURATION

Student name and surname:

Country of residence:

REFLECTIONS DOCUMENT

Week 2

Topic: Topic: Effective employment of club brand and players image

Friday class: Peter Tutlys, Brand development innovator. What Every General Manager in Basketball must know.

Saturday class: Rimantas Kaukenas, former Elite player. Player image - an effective tool for social communication.

Please write to us reflections on each question. It is up to 400 words, half of A4 page.

These questions will help you to write your reflection:

1. What are other values besides commercial promotion that basketball (sport) clubs can create for commercial partners?

2. Make an example of a commercial brand's long-term successful partnership in sport. Preferably from your country situation.

3. Players image social communication: what benefits can get a club from it?

|  |
| --- |
| Question 1 |
| Your reflections....... |
| Question 2 |
| Your reflections....... |

|  |
| --- |
| Question 3 |
| Your reflections....... |

After completing reflections signed PDF file should be sent to the email: info@basketballstudies.com