



Sports Management Final Portfolio Rubric

Components	Description	Points Possible	Points Earned
Overview of Management Goals	Explains plausible goals of a minor league baseball team general manager.	3	
Plan for Front Office Staffing	Includes the following departments and/or positions: sales, ticketing, sponsorship, community relations, and public/media relations.	3	
Revenue Plan	Includes plans for sponsorship, concession, ticket packages, and box seating revenue.	3	
Brand Management Strategy	Includes a strategy for a marketing campaign with a specific focus.	3	
Public Relations Strategy	Includes strategies for connecting with the community and media.	3	
Conclusion	States why you should get the job of general manager.	3	
Length	Meets the one-page length requirement. Each section of the portfolio is addressed with a paragraph-long response.	3	
Style, Grammar, and Mechanics	Uses correct grammar and punctuation and is easily understandable.	3	
Total		24	