

Capstone Proposal

Working Title: The National Football League as an International Product

Student name and NKU email address _____

Signature

Date

Capstone Director Name and NKU email address _____

Capstone Director Signature

Approval Date

Honors Program Director, Dr. Ernest Smith, Ph.D.

smithe11@nku.edu

Honors Program Director Signature

Approval Date

Course(s) for which students will be enrolling and number of credit hours:

Semester I _____

Semester II _____

I. Introduction and Context

For my capstone, I have decided to research the expansion of the National Football League (NFL) through the globe. I am a sports business major and my goal is to work with NFL International. During my freshman year, I went to Mexico City, Mexico and witnessed the love of American football in their culture. From this experience, I knew that I wanted to explore the ability of the NFL to expand and research a method for American Football to delve into an established global sports culture.

I believe that there is a market for the NFL globally, but I believe that for the NFL to be successful the product of football has to transform. In the United States, sport

leagues are concerned with profit. I have found through research and personal experience that sports outside of the United States is founded in the belief of community and a way of life. The basis of creating the major sports leagues as a product ready for consumers outside the United States lies in the ability to create a faith and dream behind their product. The faith is built with the enthusiasm of the fans, people who love their team and continually return to purchase tickets and retail to show their undying faith. The dream is built through the players. The dream is the acknowledgment of consumers to the idea that they could be the player they worship.

For my project, I plan to explore these ideas and analyze how the NFL can use them to expand their business.

II. Research and Exploration Plan, with Research Questions

To complete this capstone, I plan to use my internship within the sports industry to form a basis of research for the project. From this link, I will be able to network with individuals who specialize in the area of international sports within the sport of American football. I will need to analyze how sports, such as baseball, basketball, and soccer, have been able to adapt to a globally sports culture. This information can be used to examine the growth of American football and the NFL.

I will also be using research from sports business journals and books. These journals and books can be located through databases on the internet and within NKU's Steely Library. To give me a direction with my research, I will work toward answering the following questions:

- 1) What are the opportunities and threats of the NFL expanding globally?
- 2) How will the NFL teach the world about American football?
- 3) Will the game of American football have to be altered to fit within the global sports culture?
- 4) Should the expansion of the NFL internationally be invested in the exposure of the game through professional athletes or the ability of the NFL to set-up a culture of American football through local teams and leagues?

III. Timeline for Capstone Project

Aug/Dec: Conduct research during my internship. Interview as many colleagues as possible. Begin detailed outline of paper and gather resources for further study.

Jan/Feb: Analyze data and begin writing paper. Gather questions from research to analyze. Make individual plans of expansion for the 5 target markets of the NFL (China, Japan, Mexico, United Kingdom, Canada)

March/April: Meeting with Capstone Director regularly to review paper and finalize ideas for presentation. Begin structuring presentation and practicing.

May: Complete final draft of paper and place final touches on Presentation.

Present my project at the Conference of Honors.

Working Bibliography:

LaFeber, Walter. Michael Jordan and the New Global Capitalism. New York, NY: W. W. Norton & Company, Inc. , 1999.

Joseph, Gilbert. "Forging the Regional Pastime: Baseball and Class in Yucatan." Sport and Society in Latin America (1988): 29-61.

Bradsher, Keith. "NBA makes a big move in China." International Herald Tribune. 09 Sep 2007. New York Times. 28 Nov 2008
<<http://www.iht.com/articles/2007/09/19/business/nba.php>>.

Chadiha, Jeffri. "Foreign objective: London game critical for NFL's global aspirations." NFL. 24 Oct 2007. ESPN. 29 Nov 2008
<http://sports.espn.go.com/nfl/columns/story?columnist=chadiha_jeffri&id=3076766>.

Altman, Alex. "NFL Brings a Different Football to Europe." Time. 29 Oct 2007. Time. 29 Nov 2008 <<http://www.time.com/time/business/article/0,8599,1677240,00.html>>.