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NCAA

STRAGTIC OUTLINE

Executive Summary:

National Collegiate Athletic Association was founded on, March 31, 1906, by Theodore Roosevelt. The NCAA is a non-profit organization that has 1281, schools, institutions, conferences and other organizations. Through the many years of this organization's goal has not changed. This organization believes in helping organize programs to suppose college athletics.

Internal Environment:

- Strengths
- Weaknesses

External Environment:

- Opportunities
- Threats

Services:

- NCAA Channel
- Clothing
- Programs

Strategies Focus:

- Marketing
- Internal and external teamwork

- The future

Implementation:

- Increase Marketing
- Plan for future