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## Revolutionizing the Market: Electronic Branding Strategies Within NCAA FBS Athletic Departments

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## REVOLUTIONIZING THE MARKET: ELECTRONIC BRANDING STRATEGIES WITHIN NCAA FBS ATHLETIC DEPARTMENTS

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### Abstract

Increasing competition for the discretionary dollar of sport consumers has created an environment where sport organizations are forced to find strategies to differentiate themselves from the competition (Mullin, Hardy, and Sutton, 2007; Ross, 2007). One rapidly growing platform that sport organizations are now utilizing is e-branding. However, segments of the sport industry are in the infancy stages of developing long-standing practices for communication via new technology (de Chernatony & Christoudoulides, 2004). The purpose of this study was to explore the technologies that Division I FBS athletic departments (N = 64) implement to build their brand image with consumers. The results of the study suggest that athletic department administrators should consider various technologies (e.g., social network sites, video sharing) when developing online strategy, and place value and importance on certain methods. The implications of this research, along with relevant conclusions will be discussed during the presentation.

### Keywords

Sport, Marketing, NCAA, Branding