

Work Experience Log Record Sheet:

Placement 1:

Organisation	Derby County Football Club
Department	Marketing Department
Date/s of placement activities	15 th October 2024, 22 nd October 2024
Line Manager (Name)	Megan Patrick
Line Manager (Number)	
Line Manager (Email)	Megan.patrick@dcfc.co.uk
Number of hours	10

Summary of activities completed during this placement/work experience	I conducted research on fan engagement trends and analyzed how other football clubs market their teams to different demographics. This provided insights into strategies that could enhance the club's marketing campaigns.
Key individual personal achievements during the placement/work experience	I participated in brainstorming and developing ideas for matchday marketing activities, including fan engagement events and sponsor activations. This helped improve my creative thinking and problem-solving skills.

What did I learn or gain from these activities?	
I learned a lot about the commercial side of sports, especially how football clubs generate revenue through ticket sales, sponsorships, and merchandise. It was interesting to see how the club balances making a profit while also engaging with the community. I also gained insight into the marketing strategies used by sports teams, particularly in promoting the club to fans and sponsors. I learned about both digital marketing, like social media and content creation, as well as more traditional methods like events and print materials.	Throughout my placement, I observed different leadership and management styles. In some departments, I saw a hands-on, collaborative approach, while in others, the focus was on strategy and long-term goals. This gave me valuable insights into how different departments within a sports organization work together to achieve a common objective. I also got a better understanding of how decisions are made within the organization, balancing short-term needs with long-term growth.