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# SWOT and AHP hybrid model for sport marketing outsourcing using a case of intercollegiate sport

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### Abstract

Given the importance and prevalence of commercialization in intercollegiate sport, outsourcing sport marketing functions has become a popular business decision with the possibility of becoming more popular in the future. Yet, there is a lack of research about outsourcing in sport marketing with respect to decision making factors when determining whether or not to outsource some aspects of an organization's marketing functions. Thus, the purpose of this case study is to examine sport marketing outsourcing decision-making factors using a SWOT and AHP combined model. These results indicate that decision makers at this institution consider strengths, or potential positive outcomes, more importantly than weaknesses, opportunities, and threats. Specifically, financial return is the most important decision making factor for decision makers whereas cost minimization is not as important.

## Research highlights

• This study examined sport marketing outsourcing decision making using a SWOT and AHP hybrid model. • Strengths are perceived more importantly than weaknesses, opportunities, and threats. • Financial return is the most important decision making factor for outsourcing in this case study.



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## Keywords

Outsourcing; Marketing; Cost management; AHP; SWOT; Intercollegiate sport

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