Cassandra Meduri

Reflective Journal

Writing the Industry Analysis taught me a lot of different techniques of researching, reading and writing. It also taught me that as consumers we don’t look at brands into depth, however a clothing line is much, much more than just a clothing line. An industry has many different parts and segments with different jobs and duties just to make the product available to consumers. The process was very interesting to learn, research, read and write about, especially on my topic of the National Football League as an industry.

As a football fan, I look at the NFL as a league with football teams that compete with the goal of earning the Super Bowl Championship title. However, as a student analyzing the NFL as an industry, it is much more than that. The NFL, from a marketing standpoint, has several duties to get their name, brand and products out there to help advertise their products and get their fans to the football games. If the NFL didn’t put out its merchandise and advertise it’s franchise, its fanbase may be much smaller than it is today, and most likely a lot less successful. Focusing on the issue of women involvement in the NFL was interesting because being a woman, and being a football fan I personally run into these issues. However, after doing the research, I have learned that the NFL has taken the necessary steps to reach out to female fans and to include not only women, but families into the NFL fanbase.

For this paper, I used a few different strategies during the research in revision process that I thought were successful. During the research process I contacted my universities librarian several times, making sure that the sources I was retrieving were considered to be reliable. I used the library’s databases to get as many scholarly journals as possible, however with the topic of the NFL as an industry, it was difficult finding information since the NFL isn’t technically a company. During the revision process, I always printed out my paper and made my own revisions and eliminated certain sentences and words that seemed to drag on topics, I have learned that being more straight to the point on certain topics can be more effective. These strategies will be extremely helpful to me in the future throughout the rest of my college experience because I can bring these methods with me to help me along other projects and papers.

What I learned from participating in this research project on the industry of the NFL will help me in the future because it taught me that there is always a different side to things. As a student in the Lubin School of Business, and being an accounting major, it taught me that in the business world an industry is completely different from how the consumer sees it. Marketing and advertising the business is what the company’s success relies on. Without effective marketing strategies, the business will suffer and sales will be less than what they relatively could be. I will take the lessons and information that I learned during this project with me through the rest of my college career and after I graduate.