

# Ice Work: Marketing Students Research Fan Development for Anaheim Ducks

Focusing on creating an interest in both health and hockey, the students in Marketing Professor Howard Forman's Sports Marketing class worked with the Anaheim Ducks hockey organization this year on a research project to help the team foster a lifelong hockey fan base among elementary school children. "I recite the statistics in meetings that the business students researched, and everyone is amazed," says

Once you experience hockey, you're a fan forever, is what Hwang says, and it's the premise that is used within the Ducks' Wild Wingers Kids Club and the S.C.O.R.E. (Scholastic Curriculum of Recreation and Education) program, which introduces primary school students to the sport. "Exposure to hockey helps young students understand both the players and the sport," says Hwang.

S.C.O.R.E. promotes healthy living and academic excellence to students in Southern California, and offers fourth-grade teachers free in-class programs as well as physical education experiences through street hockey. More than 35 area schools now include street hockey in the P.E. curriculum. The 50 Mihaylo students in Forman's class split into eight teams and examined ways to make the S.C.O.R.E. program even more effective. Each group conducted intensive research, including interviews with participating teachers, parents and students, and presented their findings. The winning team celebrated with suite tickets at a Ducks game and participated in the S.C.O.R.E. training program. "The project furthered my passion to get into the sports marketing field," says Scott Millar a Mihaylo marketing student who was the winning team's leader. "It was a humbling experience to actually have a globally known team consider our work for implementation." ■

Joseph Hwang, senior manager of fan development for the Anaheim Ducks and a 2008 Mihaylo MBA graduate. "Their data and recommendations are phenomenal, and we'll be using them when we plan our new fiscal year."

