

Social Media and Intercollegiate Athletics: Changing the Game

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Abstract

With new advances in technology, social media has risen to prominence in society today. Social networking sites are altering the way many corporations market to consumers. This study attempts to demonstrate how social media is changing sports, namely marketing approaches in intercollegiate athletics. The findings indicate that social media is rapidly transforming the marketing of college athletics, including reaching a broader audience, increasing fan engagement, and generating revenue. This article discusses these trends and the great disparity among universities.

Keywords: Social Media, Intercollegiate Athletics, Marketing Strategy