



# The Dallas Cowboys

---

Greg Assad





## What is YEC and what is my focal firm?

- YEC, or *Your Emerging Career*, is a personal marketing plan designed to help one secure their desired position when they enter the workforce.
- My desired focal firm that I would like to work for is the Dallas Cowboys organization.

# PESTLE Analysis (NFL)



## What is it?

- It is a way to analyze and understand the various environmental factors that surround a particular focal firm.
- P (Political)
- E (Economic)
- S (Social)
- T (Technology)
- L (Legal)
- E (Environment)

## My PESTLE

- (P) - Racial injustice and police brutality has led to protests.
- (E) - The NFL generates the most money into the economy each year (\$5 billion).
- (S) - Football is the country's most popular sport.
- (T) - AWS and AI are the primary platforms used to collect data.
- (L) - The NFL has a poor reputation in regard to legal troubles.
- (E) - COVID-19 and the reduction of fans.

# SWOT Analysis (Cowboys)



## What is it?

- It is a way to analyze and understand the various Strengths, Weaknesses, Opportunities, and Threats that surround a focal firm, both internally and externally.
- S (Strengths)
- W (Weaknesses)
- O (Opportunities)
- T (Threats)

## My SWOT

- (S) - Their brand value and intense following makes them the most popular and successful sports franchise in the world.
- (W) - Their lack of global expansion is a weakness due to the fact that they are missing out on potential markets that would increase their revenue.
- (O) - Maximizing the use of their facilities to host other various events is advantageous in order to increase their revenue and popularity.
- (T) - Their lack of performance in recent years has led to a decline in viewers and fans in attendance.

# What did I learn?

## About myself:

- How to compare and utilize my strengths and weaknesses to another focal firm's strength and weaknesses.
  - What do I possess that will help a company succeed?
    - Allows for a better fit when searching for a job.
- Valuable life skills
  - Communication
  - Work ethic - dedication
  - Time management

## About my focal firm:

- Strengths:
  - Popularity
  - Geographical positioning
  - Product quality
- Weaknesses:
  - Lack of global expansion
  - High ticket prices
- Target markets:
  - (1.) Latino's
  - (2.) The youth
  - (3.) Women





---

# What are my next steps?

## Immediately

- Continuously research more about my desired firm to stay informed about their objectives and where they are heading.

## Next 3-6 months

- Seek out introductory calls with professionals in the industry along with interviewing for entry level marketing positions.
- Utilize LinkedIn to make new connections and begin networking with others.

## Next 12 months

- Utilize the career resources at PC to explore various employment opportunities.
- Secure a summer internship by the end of my sophomore year, ideally, with the Dallas Cowboys.

