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Subject: Proposal for New Marketing Methods for the Shou-Yu Liang Taiji Qigong Institute

**Introduction**

The arrival of the COVID-19 pandemic has caused a significant disruption in participation of physical recreational activity. Specifically, recreational activities that involve groups of people, such as team sports or martial arts have seen a significant decrease in activity due to the necessity of quarantine. This is a significant issue for out-of-school clubs and organizations, that rely on member payment fees to remain afloat.

**Statement of Problem**

The Shou-Yu Liang Wushu Taiji Qigong Institute (hereafter abbreviated to SYL), which is operated by volunteers as well as several coaches has been faced with the challenge of increasing the number of students in the martial arts school. Previously, this organization has relied on word-of-mouth to gain members, martial arts teaching DVDs, a well as some forms of social media. However, due to the COVID-19 pandemic, activity in the club has decreased due to the need for social distancing and quarantine. Currently, in-school activity has been suspended, and only a few classes are currently being offered online via video conferencing. With the end of quarantine arriving in site, SYL is looking for ways to advertise the school to the public to attract new students.

**Proposed Solution**

One solution would be the increased advertisement of the Sanshou program. Currently, a majority of online advertisement is towards the school’s Taiji and Qigong programs. With the increased popularity of mixed-martial arts, increasing advertisement of the school’s self-defence classes could allow the school to access a new demographic for students to join from.

**Scope**

To assess the feasibility of new advertisement strategies, I will pursue the following areas of inquiry:

1. What are the current methods of advertisement present and what could be done to improve them?
2. What are potential avenues of inquiry that potential martial arts students use to find new gyms/schools to learn from?
3. What are the key aspects or activities students are looking to learn or participate in from martial arts programs?
4. What are the potential costs behind new advertisement strategies/methods?
5. What safety methods must be implemented to comply with the remainder of the COVID-19 restriction policies?
6. What pricing methods would serve to be popular among new potential students to offset teaching costs?

**Methods**

To begin, I will conduct some anonymous online surveys to gather information on the public sentiment for types of programs potential students are interested. Additionally, I intend to interview currently attending students, instructors, and staff in charge of advertisement for a review on the advertisement and teaching methods.

**My Qualifications**

I have attended SYL for almost ten years, and have participated in multiple martial arts competitions under the school. Additionally, I have previously helped mentor some less experienced students as an assistant within the Sanshou program.

**Conclusion**

With the COVID-19 restrictions slowly being relaxed, activity within the SYL school should increase. As activity in the school has decreased due to the requirement of social distancing, looking to advertise to a different demographic should help increase the popularity of the school and keep class participation high.