

## MARKETING SKILLS AND KNOWLEDGE NECESSARY TO THE SPECIALIST IN THE FIELD OF PHYSICAL CULTURE

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**Abstract.** *The customer buying experience and his level of gratification directly determines whether this one will continue to consume the product or to use sports services. By the constant monitoring of customers' gratification and their will to recommend to others sports products it can be measured the effectiveness of the marketing policies of the sports organization and it can be predicted the consumers' behaviour and attitude for the future regarding the researched services and products. Analysis of the sports organization environment must be the starting point of management of any marketing activity, because environmental change (both internal and external), may affect the institution's ability to create and maintain profitable customers. All these can be achieved also by the specialists in the field of physical culture, only based on general and specific skills as a result of having taken part in a program of specialized or advanced undergraduate studies of knowledge through a master program, specialization "Sports Marketing".*

**Keywords:** *skills, knowledge, Sports Marketing, specialist in sport*

**Actuality of research** Firstly sports marketing was mentioned in professional literature in the United States, mainly due to native practice which was the first to highlight the importance of implementing marketing in sport. In this context, most educational institutions in the USA have introduced sports marketing in their curricula, either as a single subject, or even as a whole professional academic program (bachelor and master).

Professional development is more complicated process of training, which involves either acquiring new knowledge and abilities in the qualification that a person already possesses it, or a multiple qualifications or retraining. It is also called continuing or constant professional training.

The dynamics of contemporary society requires to the responsible factors to develop among its members the ability to understand the meaning of the carried out work (including physical education and sport activity) based on an intrinsic motivation in this regard, to develop in con-

stant education self-improvement, self-education and self-assessment. Lastly, it shows a particular importance for monitoring the individual professional development, and for a proper knowledge of market value compared with other specialists in the field [2].

**The aim of our research** is to establish the importance of achieving some knowledge of marketing (regardless of profession or the function performed by specialists), identification of sports marketing skills necessary to the specialist in the field of physical culture and sport.

To achieve the proposed objective, we used the following *methods of research*: analysis of professional literature, interview, interpretation and generalization of data; observation and graphical method.

The marketing integration is considered a real revolution, produced in culture and sport, similar to the one where the accounting and management techniques were adopted. It is even considered, that these two revolutions have led to the consecration of "enterprise" in these sectors of activity. Necessity, possibility and peculiarities of using marketing in culture and sports have already been noted in the professional literature. Generally, the attention has been focused on the content of services, market peculiarities and marketing policies [1].

Marketing is a modern science, topical, perfectly adapted to respond with practical action, both to the requirements of higher gratification of individuals and groups needs and wishes and the economic efficiency criteria [3].

Considered by many scientists as a function of management, marketing has become an independent subject, but is in a close relationship

with management. Marketing is both a concept and a process as well.

Although sport is sold for centuries, the idea of rational system of sports marketing is relatively new. Sport marketing presents unique issues determined by factors where specialists in this field work. Although factors are not determined by itself and although some are not specific in sport, the combination of factors offer to experts in sports marketing a challenge that requires a different approach.

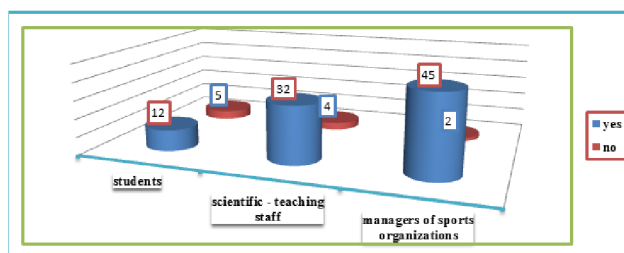
In order to obtain information regarding the achievement of the research purpose and objectives, we used as tools: knowledge tests, survey, worksheets and the portfolio of scientific and teaching staff who teach the disciplines of study "General and Sports Marketing", "Methodology of Marketing Research" based on the curricula of the faculty of "Sport" in the university of profile. We have also developed and applied a sociological survey to a sample of participants composed by students, teachers and specialists in the field that work in the labour market from our country. The contingent of interviewees was a number of 119 individuals.

In the questionnaire we used questions about the importance of marketing knowledge, the necessity of acquiring sports marketing skills, at the completion of the completed study program, the development of such skills by tackling the constant education and completion of certain training programs in this regard, the importance of certification the level and degree of competence (knowledge, capabilities, skills, abilities and attitudes), acquiring a profession, specialization in the stage of initial training of specialists in the field, as well as start in their social professional integration.

**Results and interpretations** of sociological survey, applied to the categories of respondents.

Regarding the question „Do you think it is necessary to acquire some marketing knowledge in your professional training? If the answer is positive, could you mention three of the basic arguments that could be the basis of this one?”

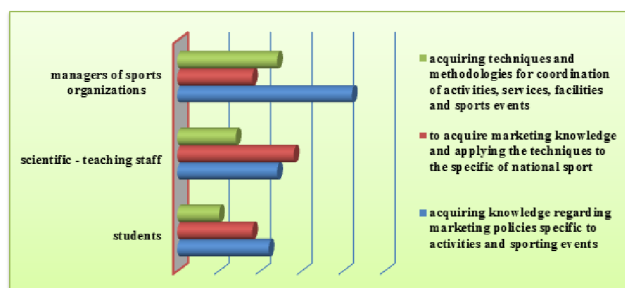
According to the registered responses we can observe (Figure 1) that most categories of respondents answered positively to this question. Thus, students have registered a percentage of 15% positive responses, 32% of the scientific - teaching staff stated that in their point of view such knowledge could contribute to the professional development, but specialists (especially managers of sports organizations) answered positively in a percentage of 45%. A percentage of 11% answered negatively to this question.



**Fig. 1 Graphical reflection of the answers on acquiring certain knowledge of marketing**

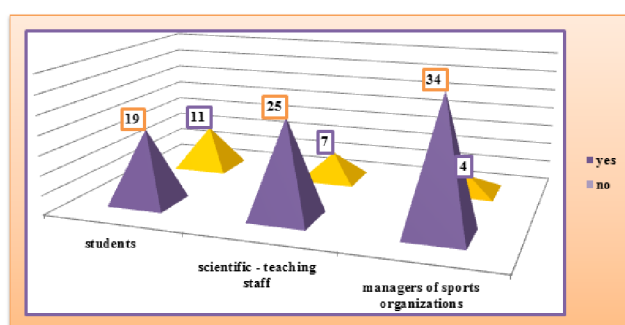
Among other arguments mentioned by respondents regarding the importance of acquiring knowledge of marketing we may experience the following: implementation of new technologies of communication and information in the activity of conception, management and promotion of plans for a short and long period of time for the optimization of structures, activities or sporting events; skills training necessary for the exercise of act of management, training and operation of collectives in a team, in order to achieve expected results; to study the behaviour of sports consumer and accordingly to act, in order to streamline activities and sporting events; to ensure optimal conditions of training the athletes; to increase the interest of athletes by providing modern training and recovery conditions; to promote as many valuable athletes in Olympic and national teams; the purpose of prosecution the selection activities, both in urban centres, and particularly in the rural centres, insufficiently exploited; to intensify guidance and control activity within the depart-

ments of sporting branch etc.



**Fig. 2. Graphical reflection of the answers regarding the arguments of achieving marketing knowledge**

Regarding the question “Do you think is it important to know the specific and content elements of SWOT sports organization?” (Figure 3) we find that all categories of respondents answered positively to this question (over 78%).



**Fig. 3. Graphical reflection of the answers regarding SWOT analysis**

Thus, we can say that according to the professional literature, SWOT Analysis is a summary of the marketing audit which demonstrates the strengths and weaknesses ones of the organization, opportunities and threats of the external environment. Internal audit findings are presented as strengths and weaknesses of the reference institutions. The synthesis of external audit will allow the indication of favourable opportunities and also the risks of external environment. Carrying out a SWOT analysis is the starting point for the formulation of appropriate objectives on the situation of the organization and its relations

with the external centre. Objectives and strategies established for the planning scope will aim the development the strengths of organization, removing or correcting the weaknesses ones, exploiting the favourable opportunities and avoiding or reducing the impact of external environment threats [2,4].

Among the skills and marketing knowledge necessary for the specialist in the field of sport, we could mention the following (Figure 4):

**MP** (marketing planning) –it involves the acquisition of knowledge on setting goals, formulating strategies, budget realization, tactical measures and assessment methods;

**MR** (marketing research) –development and implementation of questionnaires, setting focus - groups, interpretation and data analysis, formulation of conclusions etc. ;

**SSEP** (selling sports equipment and products) –knowledge of market research, negotiating the offers, achievement of sales offers, etc. .

**CRM** (CUSTOMER RELATIONSHIP MANAGEMENT) ;

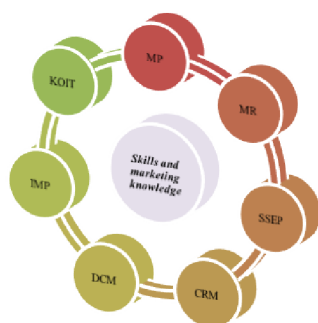
**DCM** (distribution channel management);

**IMP** (Implementation of media advertising - coordinating the preparation of promotion on TV, radio, online banners, video, affiliate marketing, etc.);

**KOIT** (knowledge and operation with information technologies, especially the PowerPoint Office, Excel Office and Word Office programs).

**In conclusion** we can mention that, in the context of necessity of functional correspondence between the skills of graduates of higher education and labour market requirements, the students' attending a program of Bachelor / Master studies in Sports Marketing field will certainly contribute to skills training to graduates – specialists in the field, reflected in Figure 4, which will reflect also through an harmonious integration in teaching and research mission of the Faculty of Sport of the University in the area of Physical Education and Sport. The general objective of the education

program Sports Marketing is to provide theoretical training and basic practice and to train the specialists in sports marketing, but the specific objectives of the education program aim the development of skills for acquiring the professional skills mentioned above.



**Fig. 4. Skills and marketing knowledge necessary to the specialist in the sports field**

Also, the specialized education program in the profile faculties aims the training of human re-

sources specialized in the management and marketing of the structures, activities and events specific to sport, in order to improve the carried out processes as well as to train the capacity of graduates with skills and knowledge necessary to effective and competitive managerial work, both in the domestic as well as in the international market.

Attending the disciplines related to curriculum provides to study thoroughly the disciplines learned in the license / master programs, application of theories, methods, techniques and technologies of management and marketing in the field specific to sport. However, with interdisciplinary approaches, provide sufficient knowledge for a proactive management / marketing of structures, activities and sporting events. New technologies support the creation of concrete practical applications and specific teaching-learning situations, speed of information, communication and communication in sports.

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