

Role of Marketing & Management in the Science of Sports**N. A. Dubash:** Research Scholar, JJT University, Rajasthan**Dr. Cassem Hadi Rajabali:** Chartered Accountant & Research Guide, JJT University, Rajasthan**Abstract**

By the end of the first decade of the 21st century, economic uncertainty was certainly felt in many places of the world. In spite of such difficult financial times, Sports Managers have managed to find ways and means for survival and even growth in some areas.

Whether mainstream sport, appealing to mass audience or niche sport i.e. sport not considered to be in main stream and not quite appealing to mass audience, Principles of management and marketing applied to Physical Education and Marketing Concepts applied to Sports can go a long way in promoting Physical Education and Science of Sports globally.

Since the concept of management and marketing has universal application now, throughout the globe, creating a sizable audience for laudable participants through understanding as well as conceptual and empirical work is thus desired.

Key words: Sports, Promotion, Marketing, Management**Introduction**

The two world wars have taught mankind that friction can only lead to ultimate frustration. Mutual survival and growth is the only way to save the globe from self destruction. Hence the concept of Globalization is fast growing. Music and sports can never be restricted to boundaries. There are crucial moments, in particularly mainstream sports like cricket, when the whole world holds its breath to watch the next move. This special bonding—the integration of the world at such times remind us of the lines “Kudrat ne to bakshi hi humein ek hi dharti, humne kahin Bharat kahin Iran banaya.” If the whole world now wants to make amends and learn from mistakes, it is always “Better late than never.” If sports can promote the spirit of brotherhood is it not our bounden duty to promote it, so that it can cast its favourable spell for the benefit of the human race.

Fundamentals

The aim of any modern education policy is quality education, by even adopting and enhancing technologies in education process, so that meaningful and profound transformation of education is possible. Injecting a blend of tradition with modernity will make Human Resource more efficient and better equipped in the era of Globalization.

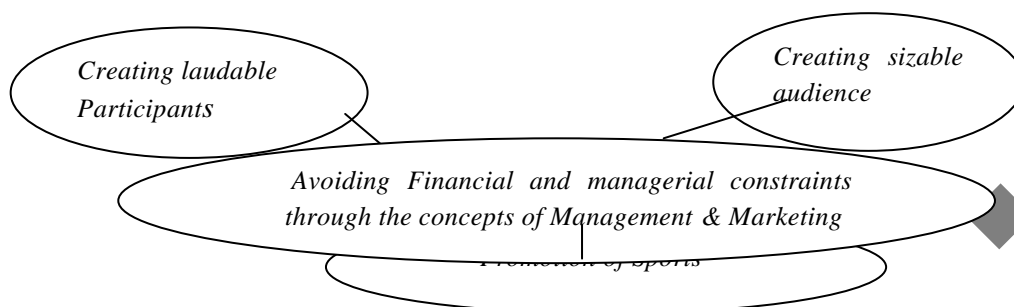
Education basically is a process of step by step training the mind of the learner to think logically and understand, appreciate and further develop concepts. But, as the saying goes, “Healthy mind in a Healthy body”, one cannot expect education to churn out healthy minds if they are not contained in healthy bodies. Hence the importance of Physical education to be imparted through the process of imparting education to children adolescents and even the youth and adults. Without Physical education and exercise one cannot imagine a participant to participate in any sport – Be it main stream sport like Cricket or any other niche sport. Hence proper Physical education is the stepping stone to the success of a Sport or a Sportsman.

Areas of attention

Requirements for promotion of a Sport:

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- Laudable participants
- Sizable audience



- a. Laudable participants: Laudable participants need to be carefully engineered by – first the education system itself by practicing the saying “catch them young.”

The periods for Drill, Mass P.T, exercise should not be a pain but a pleasure, by avoiding rigidity and incorporating flexibility and innovation, so that there is no fretting, but looking forward for such times. One should not get a wrong notion that education only means intellectual education. But one must be made to understand how Physical education is rightly complimentary to intellectual education. Laudable participants are the ones who have the right attitude and framework of mind as well as willingness to strive to achieve goals.

- b. Creating sizeable audience: Audience is always attracted towards efficiency of players and moreover their styles displaying leadership, which enthuses and inspires the audiences. According to Sourav Ganguly a laudable cricket player himself, who lead the Indian team, admitted in print, his awe for his close friend Sachin Tendulkar - the best cricketer and biggest icon: Audience is always attracted towards efficiency of players and moreover their styles displaying leadership, which enthuses and inspires the audiences. According to Sourav Ganguly a laudable cricket player himself, who lead the Indian team, admitted in print, his awe for his close friend Sachin Tendulkar - the best cricketer and biggest icon, according to Sourav. To create a sizable audience and to avoid financial constraints, for managing sports, the concepts of marketing and management need to be understood.

Marketing Concept

The marketing concept involves the performance of all economic business activities which are directly concerned with demand stimulation and demand fulfillment. Expectation of the audience should be catered to, where expected and when expected.

Ultimately marketing is what marketing does – anything and everything in totality.

In Marketing:

- Recognize stimulate and satisfy demand through delivery on time.
- All policies need to be customer oriented
- Type of customer to be catered should be recognized
- Prices should be charged accordingly (Differential pricing policy, according to different market segments)
- Innovations and improvements in strategies
- Correct decision making is crucial

- Morale boosting and motivation (enthusiasm, zeal and confidence) is inevitable.
- More productivity, cost efficiency, increased profits and efficiency to be achieved – the result being consumer satisfaction and social welfare.
- SWOT analysis i.e. examining STRENGTH, WEAKNESS, OPORTUNITIES, THREATS as well as the internal and external factors for proper “Decision Making”

The Management Concept

The management concept is the integrated driving force which harmonizes the available resources by scientific planning, organizing, actuating and controlling to achieve goals or targets i.e. accomplish tasks or objectives effectively and efficiently – thus leading to excellent performance, social benefit and global welfare.

According to Prof. Theo-Haimann the term management is synonymous to, and is also used to denote managerial personnel or individuals or groups of individuals concerned with accomplishing work. They are expected to be the dynamic life-giving element for work or activities to be more productively performed. They undertake a process of series of actions leading to achievement of pre-determined goals.

Management deals with Human Resource and so “Tolerance Zone” for better results must be widened.

Management is the art and science of attaining desired results

- Proper communication, (the cementing force)
- Proper discipline (adherence to framed rules and regulations)
- Supervision and innovation where necessary

All the above help work to be meaningfully successful

Combining experience with knowledge drawn from various disciplines like - psychology, technology etc will be helpful.

The Concept of Sports and its Management can no longer be ignored. Sports Management is a systematic way of performance. Sports manager or Project manager directing the efforts of people towards achievement of organizational goals, sports wise, can be anyone, at any level of the sports organization.

Conclusion;

To sum up, in the nutshell sports events is a great phenomenon of the contemporary world. Mega sports events like Olympic Games or World Cup of Football, not only attract media and fans, VIPs and politicians, but also get broad public focus. Such events have the potential to even bring together countries having tense political relations. They are not only huge social gatherings but attract big business, as considerable amounts of money revolve around these events. The viewers watch the event live at the venue or on television. Ticket prices, sale of television rights, witness constant rise. Electronic media has started affecting even the stray and remote areas to great advantage, widening overall horizons in all spheres including sports. Concepts of marketing and management applied to Physical Education and Sports can also contribute to increase its glory.

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