

MARKETING STRATEGIES AND MANAGEMENT IN SPORT CLUBS

¹Gheorghe JINGA and ²Adrian IACOBINI

^{1,2}Bucharest University of Economic Studies

¹gheorghejingah@yahoo.com

²Adrian.iacobini@gmail.com

Abstract

Performance sports in Romania is in a decline that seems to no longer stop. The cause is lack of large masses of selection, but the worst cause is the high degree of sedentary young people and the growing increase of overweight in children, 14.7% girls and 8.7% boys according to HBSC.

One solution is to change the ways of promoting juvenile sport, creating events that are presented as a "moving party", where young people come with their parents in the gym and experience a little of the secrets of every sport.

Keywords: Sports Management, School Sports Club, Selection, sports Child, Sports Marketing.

1. INTRODUCTION

For a long time we are talking about a decline in performance sports in Romania. We can talk about many causes: budget cuts, lack of professionalism, low wage, etc., but instead focusing on causes we have to be careful on effects.

Performance sports suffer due to lack of athletes from which to choose your future representatives of national teams and this lack of athletes can be translated as a sedentary young generation. We all know what effect has this mass health sedentary on young people in Romania (and not only).

The effects can be translated into the first data from the HBSC research in Romania that took place in 2005-2006 (study published in a report by the IASO, London, 2009), on children aged 11-15. This study showed that the prevalence of overweight was 14.7% for girls and boys 8.7%, and according to data from the National Center for Evaluation and Promotion of the health status of Romania (CNEPSS), the prevalence of obesity in children 3-16 years increased from 2004 in 2010 to 0.7% in rural areas and 1.6% in urban areas to 1.5% and 3.1%. (Carmen Simona Coșoveanu CHILD PRIMARY OBESITY - etiopathogenic aspects, clinical and preventive).

Sports in Romania started their decline in the '90-'00 years, practically the years when the socialist / communist sports organization systems ended their inertia, the years when the children trained before 1989 retired from their sports career.

The TV has taken the place of recreation in sports arenas with their favorite team and football has been invaded by the current of football hooligans that made people not to go anymore to the stadium.

All broadcasters have managed to diminish the importance of any other sports in behalf of football until they managed to diminish football for gossip news with football players lovers and their luxury cars. They managed to destroy all the information that a sports consumer would search.

Returning to our times, school sports clubs, the base of the sports performance pyramid, became aged, outmoded, subsidized and in a continuous struggle for survival with the ministry, being repeatedly threatened with dissolution.

We could say that the alternative comes from the private sector, but unfortunately the private clubs in Romania have only one goal: profit, fact that is normal in a market dominated by capital. When it comes to supporting the performance everyone turns their head back to the state structures and remembers with nostalgia the times when the government claimed all internal and external sports competitions.

So we get back to the question "How can we revive the Romanian sport?". The answer is simple: by bringing children to sport. With them will also come their parents and friends, forming groups of spectators, and when we have spectators, sponsors will come to promote their products.

If before 1989 children came to sports as a promising alternative for leisure or because they wanted to follow the successful models presented in society in the '90-'15, now they have other alternatives to spend their time (computer, video games, TV, shopping centers etc.) and in addition they had no more successful models and role models presented by the media (it is difficult to say that a football player's lover can be considered a social model).

Unfortunately most sports clubs remained under communism and are still waiting for children to come, and if once from a selection of 200-300 children coaches / teachers chose 12 to 16 children, in our times you have to accept whatever comes and hardly manage to gather 12-16 children per group, these children being brought in from nostalgia to former athletes now arrived parents.

Private clubs understood the behavioral changes that took the new generation and sought to attract trainees through ways to promote sports activities for children such as flyers, posters, word of mouth

advertising and promotion on the Internet. Unfortunately it is hard to do performance when everyone regardless of quality is accepted as "anyone" finally means profit.

It can be otherwise. To have a mass of athletes, important is to bring sports to them.

School Sports Club 4 Bucharest started in 2015 a new program called "At the beginning of ... SPORT", in partnership with DSTMB, ISMB and Sector 3 City Hall, program that turned the weekend into a sports event, who presented the educational offer of school sports club.

The program was based on a circuit of 4 workshops: Basketball, Football, Karate, Wrestling; where under the guidance of specialized teachers, children experienced a little of the secrets of every sport.

All primary schools were invited and structured (see table 1) so as to spend 15-20 minutes at every sports shop, so finally after an hour they moved through all team or individual sports that are popular in Romania, so they could choose their desired sport.

TABLE 1

	Numer of children	Hours
Big Group no. 1	37	9:00 - 10:20
Big Group no. 2	29	9:00 - 10:20
Big Group no. 3	25	10:20 - 11:40
Preparatory Group no. 1	33	10:20 - 11:40
Preparatory Group no. 2	28	11:40 - 13:00
Preparatory Group no. 3	33	11:40 - 13:00
Preparatory Group no. 4	32	13:00 - 14:20
Preparatory Group no. 5	25	13:00 - 14:20

2. RESULTS

The marketing method led an atmosphere of a party, the children relaxed in music and they soon forgot the rigidity of physical education hours in school.

The effects were positive because a flyer with "a message of calling for a sport" was materialized into moments spent at a sport where the child got to see how fun it is and how pleasant it is a teacher with experience, able to create the feeling that he is the one who chooses.

The parents could see the teachers involvement and the love which they bears for the little ones.

The effect is quite conclusive: of the 250 present children, the next week 35 started basketball, 48 football, 50 karate and 10 wrestling. In total 143 children have continued a sports activity.

Compared with conventional 1% rate of response we can say that this method of attracting young people to sport is a huge success with over 60%.

3. CONCLUSIONS

In conclusion to revitalize sports we have to change our methods, not only to leave open doors for those who want to do sport, but to go to the gates of those that are not moving, show them how fun it is to play, because, in essence, any sport is a game.

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