

ANALYSIS OF AN APPLICATION DEGREE OF MARKETING IN ORGANIZATION AND MANAGEMENT ACTIVITY OF YOUTH SPORTS SCHOOLS

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Annotation. Disclosed aspects of the marketing approach in the activities of youth sports schools. The degree of use of marketing in the organization and management of youth sports schools. Identified constraints and the possible consequences of the use of marketing in youth sports schools. The study involved 127 employees with 15 youth sports schools. The respondents were the director and deputy instructor methodists that senior coaches offices youth sports schools. It is certain that in their professional activities only 36.0% of workers in youth sports schools use marketing is the marketing research, 73.2% of respondents believe that the use of marketing to promote the image of youth sports schools. The absence of a marketing specialist in the management bodies of physical education and sport is one of the main problems for the efficient functioning of the market of sports schools sports and sports services.

Keywords: marketing, market, school sports.

Introduction

In modern conditions of development of any sphere of human and society's life activity, effectiveness of work depends on application of innovative approaches in management activity. From this point of view, we consider to be purposeful to offer marketing approach to managing of junior sports schools (JSS) and implementation of marketing researches in their activity. The system of physical culture and, specifically, its sub system of junior sports require theoretical and practical grounding of marketing application in organization and management of JSS activity in order to rationalize their established functioning and optimization of sportsmen's training.

Generalization of theoretical experience of foreign and domestic scientists permits to mark out two main items, which completely discover the essence of concept "marketing". One of them is interpreted as an art and a science to chose correctly target market, attract, maintain and increase the quantity of consumers of physical culture services with the help of orientation on satisfaction of all consumers' demands as well as arranging and targeting of the process at understanding of consumers' problems and monitoring of market activity [1,9,10]. The other sense of marketing is defined as complex system of sports services' market investigation and control of their rendering, which are oriented on obtaining of social effect or satisfaction of consumers' demands [2,3,8].

In the works by G.M. Putiatina [6], V.V. Tomashevskiy, O.O. Petrova [5], D.O. Perepliotchikov [4] attention is attracted to the review of existing management activity of physical culture and sports organizations and to implementation of innovative approaches: program-targeted, quality-metering and marketing. We offer to use marketing in activity of non commercial physical culture and sports organizations – JSS, for obtaining of social economic effect. Up to the present time this has not been proposed.

The work has been fulfilled as per combined plan of scientific & research work in the field of physical culture and sports of Ukraine for 2011-2015, by subject 1.7. "Theoretical-methodological and applied aspects of application of innovative technologies in sports management".

Purpose, tasks and methods of research

The purpose of the research is characterizing of marketing's application in organization-management activity of JSS.

The tasks.

1. Characterize the state of marketing's application in professional activity of JSS workers.
2. Determination of directions of marketing approach to organization and marketing activity of JSS.

The methods of the research: analysis of literature sources and documents, questioning, methods of mathematical statistics.

Headmasters, their deputies in educational work, instructors, senior coaches from 15 JSS of Kharkiv (127 persons in total) were the respondents.

Results of the researches

Effectiveness of JSS activity depends on meaning content of headmaster's management activity. Perfection and innovative character of management mechanisms can ensure timely adapting of organization to market conditions. Implementation of marketing in activity of JSS is an effective mean of increasing of efficiency of management mechanisms. Efficiency of achieving the aim by physical culture and sports organization in the whole depends on the correctness of construction of such management process.

The data of our research witness that with planning of JSS work, first of all headmasters form strategic aims (73,3%). Strategic planning is a process of choosing of JSS aims, their clear formulating and the development of means for achieving of these aims. Application of strategic planning is necessary for successful adoption of management decisions. It includes: determination of mission, interconnection of all structural components of JSS, directions of development, functions, rendering physical culture services of high quality.

For more specific understanding of what aims exactly prevail with strategic planning, the wider list of them was proposed to respondents for ranging. The specified sequence of aims shows that headmasters are troubled first of all with obtaining of social effect of JSS activity and only then – receiving profit. Such position of respondents is quite acceptable for marketing of services. First of all for headmasters is maximal attraction of children and youth of 6-23 years old to physical culture and sports trainings. With it, they put quick increase of JSS income on the last place. Ranging results were calculated by relative meaning of aim (p) (see table 1).

Table 1

Determination of JSS aims, which are the most important for strategy

№	JSS aims	Place	Questioning results (%)	Relative value of factor (p)
1	Maximal involvement of contingent of 6-23 years old age to trainings at JSS	1	46,7 %	0,12
2	Achievement of the highest sports results by JSS trainees	2	53,3 %	0,13
3	Rising of JSS image	3	60,0 %	0,20
4	Increase of physical culture and sports services' quality	4	33,3 %	0,24
5	Quick improvement of JSS financial situation	5	60,0 %	0,30

Specifying of information about the necessity of marketing implementation into management activity of JSS showed that only 36,6 % of JSS workers use marketing in their management activity. From them, most of all marketing is used for: organization of sports measures – 66,9%; annual reporting – 51,9%. To the less extent marketing is used for making documentation for academic year – 31,2% and planning of academic load for academic year – 37,5% (see fig. 1).

Nevertheless, respondents nearly unanimously noted necessity of marketing's application for solution of such urgent and strategic situations: collection of documents for receiving of category of sports school – 91,1%; working out of perspective plan of JSS activity – 77,6%.

Administration and senior coaches of JSS have also clear idea that efficiency of marketing's implementation in the process of receiving and validation of category (higher, first or second) is an integral component of their strategy. As per Regulations on JSS, dated November 5th, 2008, exactly compliance with category is evaluation of JSS activity [Regulations on junior sports schools; as on November 5th, 2008, No. 993, cabinet council, Ukraine, Kyiv, 2008, pg.17]/.

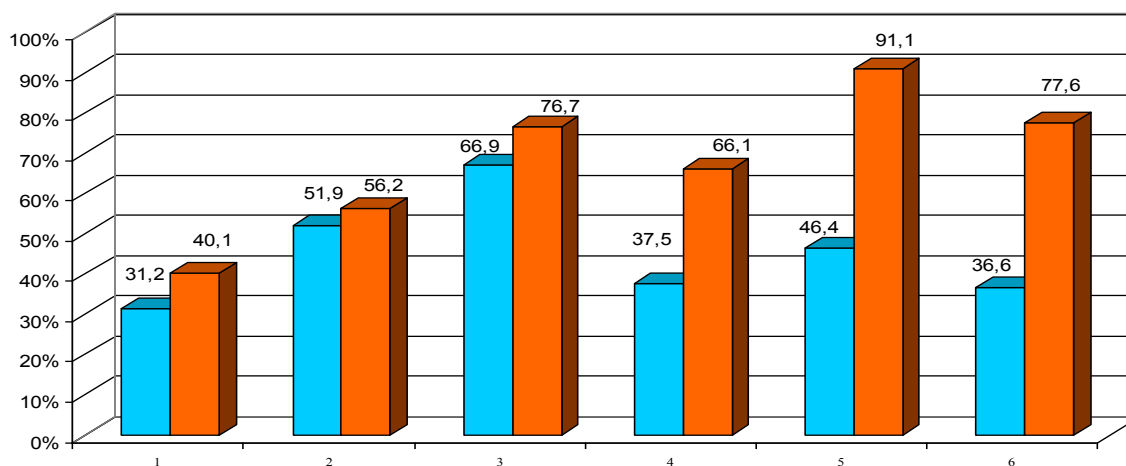


Fig.1 General indicator of application and possibility of application of marketing for solution of urgent and strategic situations in JSS activity:

1 – working out of documentation for academic year; 2 – annual reporting; 3 – organization of sports measures; 4 – planning of load for academic year; 5 – collection of documentation for receiving of JSS category; 6 – working out of perspective plan of JSS activity;

■ -already use; ■ - would like to use;

As on 01.01.2012 categories of JSS in Kharkiv are as following: the highest category – 7 SJSSR; first category – 27 JSS; second category – 8 JSS; without category – 2 JSS.

No JSS have the highest category and it is connected with the fact that requirements for receiving category have rather increased. Basing on these data, we studied the idea of respondents concerning problems with systemizing of indicators for submitting documents for receiving category. Results of this study showed that on the first place respondents put preservation of stage-by-stage character of JSS disciples' training (51,8%). Exactly this indicator brings problems and is the most difficult with fulfilling requirements for receiving category. Basing on this fact,

headmasters, administration and coaches have to orient, first of all, on sports achievements of their disciples and obtaining sports grades by them (40,2 %), but not on maximal attraction of youth and children to physical culture-health improving and sports activity.

Minority of respondents evaluate positively possibilities of using of marketing: 17,0% consider that I will influence substantially; 16,0% - think that it will simplify the process of receiving (validation) of JSS category. The reason of doubts in possibilities of marketing can be the fact that it is used only by 36,0% of respondents. Only these respondents can have real idea of marketing's obvious advantages in the process of validation and receiving of JSS category.

By the results of questioning qualification level of coaches-teachers' staff is not a direction of JSS activity, which would require detail systemic analysis (17,9 %). The absence of JSS workers' initiative for studying innovations of management activity is one of the threats to the tasks of the researches. Such situation is connected with the absence of sufficient quantity of scientific-methodic literature in theory and practice of marketing in the sphere of physical culture and sports and exactly devoted to JSS as non-profitable organization.

The revealed problems in JSS work, for solution of which it is necessary to use marketing approach, require determination of consequences, expected by respondents. From the offered variants of answers only 3,5 % answered that it will not influence on JSS activity (see fig.2).

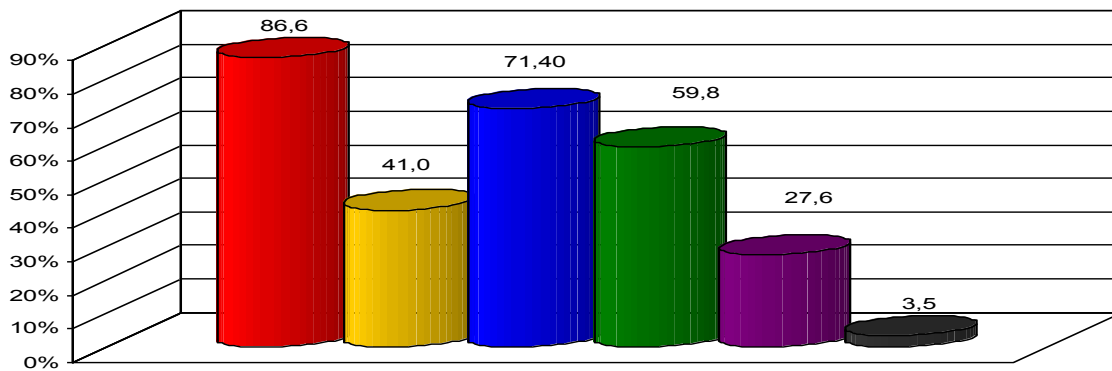


Fig. 2. Possible consequences of using marketing in JSS marketing activity: ■ - increasing of JSS activity; ■ - making work in the reported period easier; ■ - increase of JSS disciples contingent; ■ - JSS compatibility at market of sports services; ■ - increasing of JSS financing; ■ - no influence on JSS activity;

The determined possible consequences, which were chosen by respondents, point that JSS workers already think that they work in conditions of physical culture services' market. They underline the requirement to raise the level of JSS compatibility and orientation on demands and quantity of consumers.

The listed above elements of marketing activity require that JSS headmasters have special knowledge and skills, or that JSS should have a specialist in marketing. Exactly these problems are faced by respondents with realization of marketing activity (see fig.3).

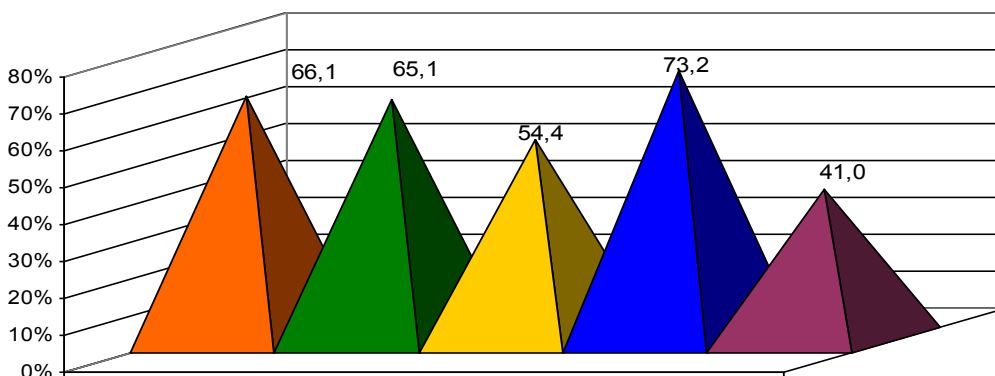


Fig 3. Difficulties that can appear in marketing activity: ■ -insufficient financing; ■ -weak scientific-methodic base; ■ - weak governmental mechanism of implementation; ■ - absence of marketing specialists in administrations of physical culture and sports and JSS; ■ - absence of professional periodical.

Analysis of results of the research witnesses that absence of marketing specialists in administrations of physical culture and sports and JSS will be the main problem for realization of marketing activity – it was noted by

73,2% respondents. Besides, for majority of respondents, independent work with scientific-methodic literature and mastering new methodic in the field of sports and physical culture management also make problems.

Implementation of marketing activity brings not only difficulties, but opportunities, as well. Nearly 73,2% of respondents affirm that using of marketing in JSS management will facilitate its image. For 71,4% this provides opportunity to objectively evaluate own professional activity, 65,1% stress that marketing will help JSS to orientate itself in conditions of physical culture and sports services' market.

Summary

Results of the fulfilled research permitted to objectively characterize unsatisfactory state of marketing's application in JSS management (36,0%). Such situation was conditioned by the absence of marketing specialists in administrations of physical culture and sports and in JSS (73,2%), insufficient scientific-methodic base (65,1%). We have determined the directions of work of the first priority, on which headmasters have been oriented, videlicet: development of JSS development strategy (73,3%), JSS effective management (86,6%), increasing of JSS compatibility (59,8%). The specified possibilities of marketing's implementation in JSS activity can be realized under condition of using of appropriate marketing instrumentation (questioning, observations, analysis of documents and electronic collection of information, methodic of marketing analysis - - PEST and SWOT analysis).

The prospects of further researches. It is stipulated to carry out marketing analysis of JSS management activity.

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Cite this article as: Sereda N.V. Analysis of an application degree of marketing in organization and management activity of youth sports schools. *Pedagogics, psychology, medical-biological problems of physical training and sports*, 2013, vol.4, pp. 60-64. doi:10.6084/m9.figshare.691023

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Received: 12.02.2013

Published: 30.04.2013