



Sports Management and Sports Marketing Bionetwork in India

Dr. K. Rajendran

Assistant Professor, Department of Physical Education and Sports Sciences, Annamalai University, Chidambaram, Tamilnadu, India.

Received 27th April 2015, Accepted 21st June 2015

Abstract

In this article the problem of sport management is discussed. Firstly, a brief definition to the notion of Sport management is given followed by an excursion to history. Then the background and origin of sport management is discussed the second part of the article is dedicated to the current situation and prospects of sport management. A special attention is paid to the educational sphere and career opportunities that potential employees may have in the field of sport management. Finally, the article is concluded by prospects of sport management. Sport marketing is a relatively new dimension within the broad concept of marketing. Its origins can be traced to the early Roman and Greek eras when the royals and the wealthy promoted athletic festivals. For instance, Gladiator duels were watched and cheered by tens of thousands in the massive Roman Coliseums to pomp their power and pelf. Today, a sports marketing has evolved into a science on its own with various channels like media agencies, specialized sports agencies and even brands and broadcasters trying to tap into its latent potential. The positive passions and emotions associated with sports can create a positive image with consumers, which is well nigh impossible to achieve through static promotional platforms like television.

Keywords: Sports Management, Games and Sports Marketing.

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Introduction

Sport management existed for quite a long period of time and it always accompanied sport as its essential part. Naturally, it had different forms and differed from the notion of sport management as it is defined nowadays but such activity is known from ancient times. At least ancient Greeks practiced such an activity and probably they may be called one of the founders of sport management. This fact proves the importance of sport and sport management for people of all times. It was and it remains to be as important for people as their health sine sport provides health for people and sport management provides effectiveness of sport for all its participants. Nowadays sport management becomes more and more important because as many other things in the modern world sport is business and consequently it needs effective management that, in its turn, demands the preparation of well-qualified specialists in this domain. At the same time sport management is not only business. As sport so sport management are social phenomena for it involves not only professionals, for whom sport is their main source of earnings and actually it is their life, but also there is a huge category of amateurs, for whom sport is just a hobby but they still need sport management to practice sport as effectively as possible. So, taking into

consideration the role of sport and sport management in the modern world, I would like to discuss this phenomenon in my article and focus my attention on the notion of sport management itself, its history, and prospects for all those who either on their way or already work in this field.

The Notion and Role of Sport Management

First of all, it is necessary to start with the definition of sport management. In order to understand any phenomenon, we have to know what is implied by its definition and interpret it correspondingly. Speaking about sport management, it is possible to say that there may be different interpretation of this notion but the main point of all definitions remains practically the same, in other words it may change its form but its content, its basic principles remain the same. On analyzing different points of view on sport management, it is possible to make a general conclusion and give certain conclusion what it actually is. On doing this, I would prefer to define sport management as follows: "Sport management is a goal-oriented social process within a sport enterprise using pragmatic self-determined goals involving the selection of appropriate strategies and provisions for directing the work of the sport enterprise, and the control of performance in an effort to meet the objectives of the organization." (Parkhouse 1996:47). Such a definition provides probably the best description of sport management and its main characteristics which permit to understand the essence of

Correspondence

Dr.K.Rajendran,
E-mail: drkr978@gmail.com, Ph. +9194433 28490

this phenomenon.

Naturally, there may be different view on sport management but it is obvious that any sport organization have to have its goals to achieve. The latter may be done only with the help of sport management that can organize all the staff of the sport enterprise and mobilize all its forces for achievement its goals. At the same time, simply to organize the work of a sport organization is not enough. It is necessary to control the fulfillment of the main tasks each department or even each person within the organization has to do. But such a definition helps to realize what sport management is at large. At the same time it is necessary to take into consideration the position of those people who work in this field and for all those people who are currently working or are going to work in this sphere sport management is not just a profession it is rather a set of different professions, basically of administrative character which provide a person's ability to fulfill his or her duties as a sport manager.

Obviously, management remains management even in such a specific domain as sport, particularly if we speak about professional sport which nowadays is more than sport. It is a great business and it is enough to have a look at such monstrous sport associations in North America as NHL, or NBA, for instance, it will be evident what kind of business it is and how profitable it may be, naturally on the condition if the management is effective, well planned and the execution of the main tasks is thoroughly controlled. At the same time we should remember that sport or any sport organization is more than a commercial enterprise it is also a social phenomenon since very often sport plays very important role in the life of certain groups of people or even whole countries. For instance, in the ancient world, namely in Greece, any wars were forbidden during the period of the Olympic games. So the organization of the Olympic games played a significant peacemaking and consolidating role in the ancient Greek society. Unfortunately, nowadays we can hardly find an example like this but still sport remains very important for any human society and proper organization of sport events as well as effective functioning of numerous sport enterprises remains extremely significant for people in any country in the world.

Sport Management: Education and Career Opportunities

Taking into consideration the role sport and consequently sport management play in the modern world, we can presuppose that sport organizations need a great number of well-qualified specialists that could be provided only by professional education of such specialists on the highest level. The current situation actually proves that the growing demand engenders the growing offer of sport management education which matches the basic demands to specialists in this field. But it is necessary to point out that such a trend has appeared recently, within the last fifty-sixty years.

Sports Marketing

What makes a business idea work? Does it only take money? Why are some products a huge success and similar products a dismal failure? How was Apple, a computer company, able to create and launch the wildly successful iPad, yet Microsoft's first foray into MP3 players was a total disaster? If the size of the company and the money behind a product's launch were the difference, Microsoft would have won. But for Microsoft to have won, it would have needed something it's not had in a while good marketing so it can produce and sell products that consumers want. So how does marketing get done Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. If you read the definition closely, you see that there are four activities, or components, of marketing: Creating. The process of collaborating with suppliers and customers to create offerings that have value. Communicating. Broadly, describing those offerings, as well as learning from customers. Delivering. Getting those offerings to the consumer in a way that optimizes value. Exchanging. Trading value for those offerings.

Sport marketing is a relatively new dimension within the broad concept of marketing. Its origins can be traced to the early Roman and Greek eras when the royals and the wealthy promoted athletic festivals. For instance, Gladiator duels were watched and cheered by tens of thousands in the massive Roman Coliseums to pomp their power. Today, sports marketing has evolved into a science on its own with various channels like media agencies, specialized sports agencies and even brands and broadcasters trying to tap into its latent potential. The positive passions and emotions associated with sports can create a positive image with consumers, which is well nigh impossible to achieve through static promotional platforms like television.

To put it pithily, a sports marketing has become a mini-industry in itself. According to the Pitch Group Mesp Survey, the size of the sports marketing industry is a tad over Rs 1,900 crore, and is growing around 25 percent annually. So, how does this industry work? Who are the players? What's driving this? Pitch interviewed and analyzed a whole host of players in the sports marketing arena from corporate to broadcasters to sports icons to media agencies and specialized agencies to arrive at what we call the 'sports marketing ecosystem' in the country. This ecosystem has the following characters who are trying to grow the market further: the fans, sports, sport icons, brands, broadcasters, and various media and specialized sports marketing agencies. Group Mesp (Entertainment, Sports and Partnerships), an arm of 74 the largest communications conglomerate WPP's media business, managing partner HirenPandit opines,

“Sports marketing has still a long way to go in our country. Traditionally, the property owner was also the sports expert. This has an inherent problem: does one maximize revenue for the property or does one give value to the client. Our belief is that property owners are sellers and clients are buyers, and clients need valuation from a neutral party. That’s the role sports consultants or managers need to play.” The fans are the centre-point of this ecosystem whom everyone targets. Fans follow sports because of sport icons like a Sachin Tendulkar or a David Beckham. So icons are very important to successfully market any sport.

The fans

They are the ones everyone’s chasing and interested in. Billions watch the Olympics and Fifa World Cup matches. Over 100 million watch the English Premier League, so do millions of our cricket sports enthusiasts. It’s the fans who everyone targets, for a sport sans a major fan following will fall flat; all the money that’s being pumped into sports today is only to target these eyeballs. On the upcoming Champions League T20 matches (the latest T20 spinoff from the BCCI stable), Indian Premier League chairman Lalit Modi says, “more people are going to watch cricket; in our day to day life we are having lot of stress and problems, and one way to vent them out is go and watch some great cricket, in a great atmosphere like in the Champions League. We hope that it would become bigger than the IPL.”

The Sports

The discipline which makes everything work, even the sporting icons are the products of sports. Cricket, soccer, tennis etc are among the most popular sports globally because of their global fan-following. Every country has one or two popular sports which attract marketer’s maximum attention, while the rest have to find a way out to enthrall marketers. Experts suggest that it’s very important for every sport to be television-friendly to attract viewers. And the T20 cricket is a case of innovation. But for any sport to flourish; the respective association has to act professionally and in tune with the market demands. The BCCI is one of the cleverest sports bodies that has exploited the popularity of cricket by innovating all the times, IPL T20 being the latest. Brandon D’souza of Tiger Sports, the golf specialist agency opines that one of the major problems in our country is the apathetic attitude of sporting bodies to market themselves.

They need to learn a lesson or two from cricket as to how to rake in money.” Legendary cricketer Kapil Dev adds, “sports is the only profession in the country that is not run by sports persons. In any other discipline, the first thing is to look for qualified personnel to run these organizations. That is the reason why sports have lagged in our country. Only a person who has played the game will understand the trials and tribulations of those particular sports.” StarcomMediaVest Southeast and South Asia chief executive Ravi Kiran opines that “three

things are paramount for the success of any sport heroes (they bring in fans, whom the marketers chase), television, and sponsors,” he says. Havas Media chief executive Anita Nayyar says, “the role of sports associations is critical to make the sport deliver the objectives of the marketers and ensure value. This will certainly pump a lot of oxygen into non-cricket sports.”

The Icons

Cricket would not have been what it’s today without a Sachin or for that matter soccer without a Pele and Maradona. Anil Singh, the managing director of Procam International, that promotes the Mumbai and Delhi marathons, says fans don’t watch sports they watch icons. So for any sports to survive, it has to produce icons. Experts like Vyas Giannetti Sport’s business head and IMG Sports India director Andrew Wilblood also agree that this is where cricket wins hands down in the country and that if other sports have to rise, they must produce icons, which needs long-term support from sponsors to identify talent, develop them and then leverage them.

The Broadcasters

Sports broadcasters like ESPN Star Sports, Zee Sports, Ten Sports and Neo Sports among others play a major role in popularising a particular sport. Cricket T20 is a perfect case of innovation in the sporting arena, though strictly speaking the BCCI has copied it from the Aussies. But what is notable is that they made it really successful. Sneha Rajani, business head of SET Max which owns the IPL telecast rights, points out that “through the IPL we made cricket a family entertainment event. We didn’t market it as sports but as an entertainment event for the whole family.” Another case in point is bowling, which is done very interestingly by broadcasters in Southeast Asia, and is a popular sport, even though many consider it to be a boring ball-throwing game. Neo Sports marketing head Abhishek Verma says, “There is a growing base of viewers who are interested in other sports like golf, football, tennis and motorsports. Earlier only large big ticket events like the tennis grand slams were shown live, but now other important signature events like WTA tennis are available.” the brand Every expert says, and probably we all know that brands follow eyeballs and whichever sport delivers that they put their money in it. This is despite the fact that most media agencies and sports marketing experts advise brands to look at long-term and help develop other sports. Experts also opine that this will also de-risk brands from their now near-full dependence on cricket. Dentsu Sports’s Tarun Chaudhry says, “sports marketing leaves much to be desired. The unprofessional approach to both marketing of sports and marketing through sports is a combination of poor management of sporting bodies, and a lack of strategic approach by marketers. More often than not, investments into sports are made on an ad hoc basis without a long-term goal.”

Conclusion

The current situation actually proves that the growing demand engenders the growing offer of sport management education which matches the basic demands to specialists in this field. But it is necessary to point out that such a trend has appeared recently, within the last fifty-sixty years.

As the market gets cluttered, brand differentiation becomes the key. Here in comes the role of specialized sports agencies which help brands best leverage sporting disciplines through research and analysis. In a way they are the drivers of the sports marketing machine. Sports marketing agencies are of two types media agencies and specialized independent agencies. Media agencies having a sports arm where they use their proven media strategies to advice marketers on how to best leverage a particular sports property. Some of the leading players are GroupM, Madison Media, Havas Sports, Vyas Giannetti Creative Sports and Aegis Media are among others. There are also specialised sports agencies which promote sport properties and do celebrity management. Some of the key players in this are Latika Khaneja-promoted Collage Sports, Percept Talent Management, Tiger Sports, Procam International etc.

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