MARKETING MIX IN SPORTS

MIXUL DE MARKETING ÎN SPORT

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Abstract: *The marketing mix is often termed the 4Ps. It is a useful way of looking at how organisations reach their consumers. For example, businesses need to create a mix that involves: the right products, sold in the right place, at the right price, using the most suitable forms of promotion.*
Sports marketing account for all activities designed to satisfy needs and wants of sport consumers through exchange processes. We have developed two major branches of sports marketing:
- Marketing of sports and sports services provided directly to consumers;
- Marketing of other industrial and consumer products or services by using the promotion of sport.

Key words: *marketing mix, business, forms of promotion*

INTRODUCTION

Universality marketing, feature of modern marketing theory and practice, especiallystates in recent decades, the fundamental structural changes that occur in the pattern of the economic, social and political new opportunities, giving new dimensions of content and marketing functions, new perspectives and guidelines. This shows the ability to adapt marketing to the various requirements and to get involved in solving new problems of mankind.

MATERIALS AND METHODS RESULTS AND DISCUSSION

Sports product components, as shown in Figure no. 1:

- Key benefits related to satisfying a need or desire

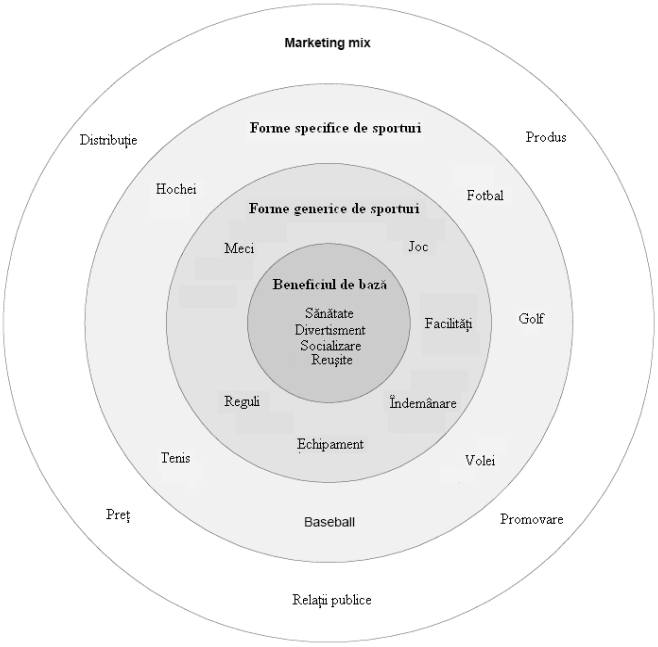
- A generic form of sport Sociologists consider that the great attraction of the sportcan be interpreted easily derived from the outcome and they feel personally identifiable audience

- A specific form of sport Specific forms of sports (gymnastics, athletics, Hockey,basketball, etc.) Can not sell themselves Specific forms of sport is growing in non-institutionalized environment (recreational sports, family) or institutionalized.

Marketing services such sports is the art of sports consumer loyalty.

Figure nr. 1

Components of sport product



Source: *Mullin, B., Hardy, S., Sutton, W., Sport Marketing, 2nd Edition, Human Kinetics*

Specialists consider that there are at least five major elements of the marketing mix in sports marketing: product, price, distribution, promotion and public relations.

In an industry-oriented services such as sport, the element must be expanded toencompass product management staff and processes. Various processes involving sports staff - distribution of tickets, start in the sport, maintenancefacilities, etc. are essential features of the product.

A basic product that is essentially sound, can be compromised by staff conduct orthe conduct of activities. One of the main activities of sports marketing is productand service development strategies.

In product design strategies have taken decisions on licensing, merchandasing,marking and packing of the managers of sports marketing. They will later beresponsible for new product development, maintenance of current products and disposal of obsolete.

Planning requires pricing their services, manage demand for services, service quality evaluation.

Price is the most visible element of the marketing mix, and decisions on price areoften crucial to the success of any marketing program. Customer satisfactioncomes only when benefits exceed its cost product

Consumer satisfaction = Benefits brought by product - Cost involved

One of the most critical and sensitive issues which must cope with today'smarketing managers is pricing products and sports services.

Price strategies include to fix prices, choice and pricing techniques to considerthe price change over time.

In sports there is no direct determination between income and price level of participation in sport Also, with finding new ways of financing, there is a noticeabletendency to diminish the emphasis placed on sports organizations from revenuesport participants.

Few organizations today rely solely on revenue from members or spectators.

Ticket prices for sporting events, fees for personal sites, cable television fees paidfor sports channels, determining the costs of participation

in recreational sports are all examples of the role of price in sports marketing.

Distribution function in sports marketing involves deciding on the place wheresporting events take place, as well as those relating to the distribution systemdesigned to direct the consumer product.

Since there is no physical movement of product, distribution function focuses onthe location and design characteristics of the sports and then to establish networksof sale of tickets and the transmission of electronic media (radio, television,Internet).

Traditionally, the role of distribution is to find an efficient and effective product to put in the hands of consumers Problems on inventory management, transportation,storage, retail managers are all under the control of distribution, the emergence ofsupermarkets offering memories of sporting goods and sports marketing sportsproducts on the Internet shows how the distribution works.

Sports facilities, as a tangible product at the same time provide a valuableadvertising space at the competition, with visibility for spectators and the chance ofexposure to television networks.

Some of the greatest advances in sports marketing is register today in advancedticketing systems, far exceeding current systems are, however Significant revenueby some representatives of the industry of sports, sporting goods industryrepresentatives.

Communicational component. Communication policy is the element of the marketing mix which is currently given a privileged position in sports marketingbecause of the strategic role that it plays in organizations marketing objectives.

Communication media differ in sociological functions they perform in society, the content and form of information that can send them their delivery technique, the case of information storage capacity, the audience, targets that may be targeted.

Advertising is one of the most popular and effective promotional mix elements,although not the only element of the promotion.

Promotional items _ communication with the public varied sport through sponsorship, public relations, personal sales or sales promotion.

Including a wide range of activities, from advertising in various media, fromsponsorship, broadcasting, promotional licensing, sales personal, sales promotion, event marketing and direct marketing etc, submix in communication is based on ingenious manipulation of the public passion for sport.

Public relations are considered the 5th "P" in sports marketing Public relations has a special place in sports marketing, is considered essential component of the mixnot only in communication but also the marketing mix. This privileged position is due to power they have public relations program to enhance the effects ofmarketing communications and communication characteristics of sport.

A sport organization "sells" mainly sport In terms of marketing, selling organizationwith the "product" or a picture of sport in this act of sale, own image of the organization has a role Sport lives the case of public endorsement.

On the one hand, this facilitates the communication efforts of sports organizations, including public relations efforts, but on the other hand, it requires a permanent communications management Therefore public relations to mean both "empathiclistening" and "persuasive communication".

CONCLUSIONS

Markting mix elements of sport are the traditionally recognized in marketing:product, price, promotion and distribution, strategic decisions involving product,and association with appropriate promotional activities and public relations,personal selling etc.

The basic element of the marketing mix is product that is tangible sphere ofbusiness and that includes quality, appearance, characteristics Price is an important element of marketing mix and represent money that consumers have to pay your purchase.

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