



The Diagnosis of the Educational Process by the Techniques Used in the Sporting Marketing

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ABSTRACT

Marketing today is characterized by its universality, which involves the dissemination of all human activity. Modern marketing is today considered the critical success factor of an organization indispensable to economic and social development, miracle solution to resolve its problems, the basic instrument in achieving great performance, but also in risk avoidance.

The purpose of this research is to evaluate the effectiveness of the campaign for promoting education and awareness to students studying on the image of the Department of Physical Education and Sports in Bucharest University.

In conclusion, there is a positive evaluation of services, most of which received good grades and very good, much higher percentage of those who are satisfied with the services that we offer (88%) confirm the effectiveness of the department.

Keywords : strategy, marketing, sports

INTRODUCTION

Marketing is a mix of activities, methods and techniques aiming to know the material and spiritual needs of society, organizing and carrying out economic and social processes in order to satisfy the time, in terms of quality and maximum efficiency of these requirements. Before the advent of market analysis, most companies focused on products, employing teams of sales people to push products in the market, without taking into account the real needs of the market. A market-oriented organization and the customer first determine its potential customers desire and then builds the product or service. "Chartered Institute of Marketing (CIM) said that marketing is" the management process of anticipating, identifying and satisfying customer needs in a profitable manner. " Marketing theory and practice are justified belief that customers use a product / service they need, or because the product / service brings an alleged benefit.

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Cultural and Sports Marketing is a new area, located in the crystallization phase content determined on the one hand, the unprecedented development of these activities as an expression of civilization and on the other hand, the deepening of the Competition between bidders also complementary services .

Sports Marketing brings together all activities designed to meet consumer needs and wants through exchange processes of sport and the diversity of industry and sports phenomenon led to the delineation of two major branches in sports marketing: • sports marketing - sports products and services.

• Marketing through sports - using sport to promote other types of goods, services or ideas.

Sports Marketing is marketing direct or indirect participation in sports. There is a different way of conceiving the basis of consumer marketing sports - the sports consumer understanding different types of involvement in sport: sport, player, official, spectator, listener, reader and collector. If we

consider that one of the two functions of marketing goal is superior customer satisfaction, specializing in sports marketing approach where its involvement is justified. Participation in sport consumer describes a so-called "model of involvement in sport" (" pattern of Sport Involvement "), on three levels:

- Socialization - requires a certain degree of involvement in sport.
- Involvement - take one of its basic forms: behavioral, cognitive or affective. Affective Involvement refers to attitudes, feelings and emotions that you fill in sports consumer. (Graham, 2001, p. 42)
- Employment - refers to the intensity, frequency and duration of involvement in sports or the desire to spend time, energy and money for sports.

According to the authors of the sport is required to form a strategy to increase awareness of specialists in sports activities on the important responsibilities of management activities since the accelerating pace of change required in all areas of adoption and implementation of effective long-term criteria. This is extremely important to meet the high individual and social needs.

Sport as a product market characteristics:

As a product market to satisfy a need or desire for consumer, sport is very special because of its unique combination of body parts and acorporale.

The uniqueness of the sport as a print product specific features sports marketing and results from a sumum features that need to take into account marketing specialists.

Sport is a consumer product (as far as the wish or need a final consumer) and also an industrial product (is used / bought by other producers of goods for production or promotion of another product).

Sport is a service that "involves activities or benefit one party can offer another, and whose results do not imply ownership of material goods." (Iosifescu, S., 2001)

Sport is a universal magnetism, is present all over the world, in all times and in all civilizations. Attractiveness was manifest in all demographic segments (Shank, M, quoted by Jinga I, 2001.)

Essential benefits related to meeting a need or desire. In essence, a sports meet consumer desires or needs, health, entertainment or socialization, the emphasis is on physical activity.

The purpose of this research is to evaluate the effectiveness of the campaign for promoting education and awareness to students studying on the image of the Department of Physical Education and Sports (DEFS) in Bucharest University (the diagnosis of the educational process).

Promotion was done at the beginning of the academic year by students at the opening dates flyers, posters and discussion by Prof. coordinators, cultural and sports demonstrations, information on activities occurring on the website of the faculty.

Develop research objectives: The objectives set underlying questionnaire construction and will be formulated according to research:

- a) Studying the impact of sports image among students.
- b) Study of the main reasons which have led to participate in courses on sports
- c) Study participants focus on the promotion tools used by defs
- d) Study of the main weaknesses of the respondents rate.
- e) Improved analysis on the suggestions of physical education and sports activities

Subjects

For this study, a sample was investigated during October-November 2012 consisting of 200 students have enrolled in the Bucharest University of Physical Education in various sports.

Research method

Social survey method was used by applying an anonymous questionnaire to investigate how students are satisfied with the DEFS offer. 10 items were used to evaluate DEFS services (if the students are satisfied about the classes schedule, sports equipment, the location of the sports hall, which are the most important sports they can practice in, if they are satisfied with the teacher solicitude, how the valued resources and training methods used by the teacher in lessons are appreciated).

The inclusion critterry were the following

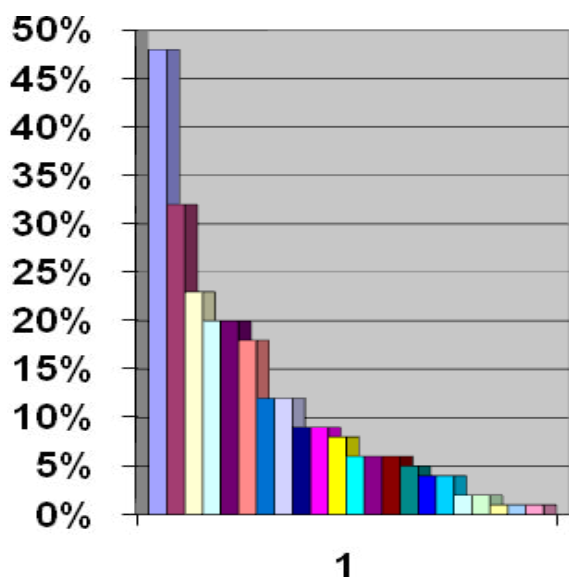
- a) students present at physical education classes;
- b) students who give their informed consent to participate in the study.

Results and discussions

After analyzing the questionnaires we found these:

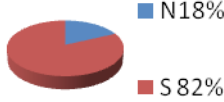
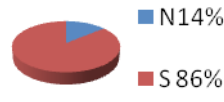



	<p>- 88% of students are satisfied (S) about DEFS services, and 12% of students are dissatisfied (N), as the chart shows below: (Graph.1)</p>
	<p>-68% of students considered very important (FI) DEFS services , 30% of them considered that these services are important (I) and 2% have considered less important (PI).</p>
	<p>- It was found that 12% of students considered satisfactory popularization services defs (S), 45% good (B) and 43% very good (very good).</p>

The top choices for students, first place is occupied by aerobic exercise, at a rate of 48%, second place is occupied by swimming with a 32% and third place was dance with a rate of 23%. In the diagram below we can see the entire classification of all sporting disciplines offered by the DEFS, made by students.



■ Aerobic gym	■ Swimming
■ Aerobic dance	■ Fitness
■ Medical gym	■ Tennis
■ Ping-pong	■ Volleyball
■ Basketball	■ Dance
■ Selfdefence	■ Society dance
■ Dans popular	■ Tae-Bo
■ Handball	■ Badminton
■ Chess	■ Football
■ Karate	■ Judo
■ Cheerleading	■ Physical training

(Graph.4)

	<p>- Students are satisfied (S) with the sports materials they use in proportion of 82% and 18% are dissatisfied (N). (Graph.5)</p>
	<p>- The study shows that students are satisfied with the teacher solicitude at 100% - On this item, responses were as follows: 86% of students are satisfied (S) with the sports hall location and 14% are not satisfied (N) with the location. (Graph.6)</p>
	<p>The results of the study observed that 80% of students are satisfied (S) with the DEFS schedule , and 20% are dissatisfied (N) by it. (Graph.7)</p>
	<p>On this item, 62% of students consider the means used by the teacher is very good (FB), 37% considered them good (B) and 1% are considered poor (S). (Graph.8)</p>
	<p>On this item, 99% of students are satisfied (S) with the teacher's ability to help and 1% are dissatisfied (N). (Graph.9)</p>

- campaign to popularize the educational offer of defs was good, but unfortunately the start of the academic or Educational Fair not all students participate, so that information about the activity of the department were not 100% known.
- DEFS service evaluation is positive, which received the most ratings of good and very good;
- much higher percentage of those who are satisfied with services that DEFS we offer (88%) confirm the effectiveness of the department
- from the point of the importance of these activities offered to students, the department also enjoys a good and very good percentage, the number of less attention being given to only 2 %;
- rhythmic gymnastics is the first among students, followed by swimming and dance;
- endowment department with specific material was assessed with high-level, 82% of respondents declaring themselves satisfied with the quality of materials;
- professor solicitude is appreciated 100%;
- gym emplacement create some problems among students in a small way, the majority (86%) were satisfied;
- DEFS schedule is suitable for most students, only 20% are dissatisfied by it;
- means used by teacher are evaluated over 62% of students, 1% believe that they are weak;
- almost entirely, the students are satisfied of the teacher's ability to help them

Suggestions:

In the society we live in, it is definite that sport is present at every level of society. The same can be said about the show sporting event is no longer seen as a mere practice, but rather, a state of mind, behind which they hide figures consistent business plans. This state of mind is most valued by the young audience, which is often the prime target audience of the organizations that implement elements of sports marketing. Participant sports activities, once caught, must be satisfied.

For this purpose, constant research is needed (and not coincidental, as this paper) on the level of satisfaction among consumers who use tools such as database built with information about customers and obtain new information questionnaire . It is obvious that the consumer behavior of sports products and services are, most often emotional reasons, gaining ground in these rational reasons. Certainly, sports marketing appears to be more than necessary in Romania where sport is losing more and more in front of other ways to spend your free time (such as computer games or multimedia entertainment) and where one of the most important problems is to make people understand the importance of sport and to adopt a favorable attitude toward sport in general.

Conclusions:

- evaluation of defs educational offer was based on a marketing research
- the conclusions we have drawn based on information available from the application of a questionnaire.

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