

ORGANIZATIONAL READINESS FOR SPORTS MARKETING IN PHYSICAL EDUCATION
COLLEGES OF CENTRAL INDIA

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1.0 Introduction

It's a fact that today sports are integral part of not only education but also our daily life. Basically, in order to remain healthy they (sports) are very much needed everywhere. Moreover, to keep people motivated, nowadays many sporting events are organized that need participation of professionals (players as well as organizers). However, still the organizational aspects of the sporting events are largely carried out by the amateur people and only large to very large events are conducted by the professionals. Hence, in view of the above, it is necessary that a standardized procedure in the form of curricula should be developed so that a large pool of sport professionals can be developed for undertaking sports management as well as sports marketing activities.

Today, whether people are viewing a sporting event at the arena or in the comfort of their own homes, the amount of commercials and advertisements being showed before their eyes is hard to miss. This shows that the sports marketing related field is very robust and profitable for organizers as well as advertisers. It is visible everywhere that corporate logos are strategically placed on the playing surface and arena walls to be highly visible. Since people may watch sports on many platforms, sport marketing may take many forms and hence, there is a need to make sure that adequate and skilled human resources are available to cater to

these demands. Teams sell advertising space inside their stadiums, and television networks sell airtime during the events and famous athletes work as celebrity endorsers and sell their images to marketers, and businesses purchase naming rights for sports venues to enhance company awareness and recognition. In view of such dynamic situation, the physical education colleges need to provide the sufficient knowledge to the students so that they can excel in the sports marketing field and hence, this study was undertaken to investigate the organizational readiness of physical education colleges with respect to sports marketing.

2.0 Research Methodology

In this study, a combination of qualitative and quantitative methods was used. The selection of methods for conducting this study was based on the objectives of the study. The study was carried out in the central Indian city of Nagpur.

2.1 Research Design

In this study a descriptive (cross sectional) research design was used.

2.2 Universe of the Study, Sampling Method and Sample Size

All the lecturers working in physical education colleges affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur were considered as universe of this study. Following random sampling technique 200 lecturers working in the physical education



colleges were selected for the purpose of data collection.

2.3 Data Collection and Statistical Analysis

The data was collected using a structured questionnaire and by following survey method. The descriptive statistics, such as frequency, mode, percentage, etc. were determined from the collected data. Furthermore, Chi-Square test was used to assess the goodness of fit. The data generated during the study was processed using various statistical tests with the aid of Statistical Package for Social Sciences (SPSS) 18.0 software. The significance level was chosen as 0.05 (or equivalently, 5%).

3.0 Results and Discussion

3.1 Awareness about sports marketing field

Table 1: Awareness about sports marketing Field

Total Experience	No. of Lecturers	Percent	Chi Square =148.32; df: 3; P<0.05
To a large extent	62	31.0	
To a moderate extent	114	57.0	
To a small extent	24	12.0	
Not at all	0	0.0	
Total	200	100.0	0

Table 1 shows information regarding awareness of the physical education lecturers about the sports marketing field. It is evident from the data that 31.0% physical education lecturers are aware about the sports marketing field to a large extent, whereas 57.0% physical education lecturers are aware about the sports marketing field to a moderate extent. Furthermore 12.0% physical education lecturers are aware about the sports marketing field to a small extent.

3.2 Introduction of Sports Marketing in Physical Education Curriculum

Table 2: Introduction of Sports Marketing in Physical Education Curriculum

Response	No. of Lecturers	Percent	Chi Square = 13.728; df: 2; P<0.05
Yes	90	45.0	
No	62	31.0	
Don't Know	48	24.0	
Total	200	100.0	

Table 2 shows views of the physical education lecturers with respect to introduction of Sports Marketing in Physical Education Curriculum. It is evident from the data that according to 45.0% physical education lecturers sports marketing is introduced in physical education curriculum, whereas 24.0% physical education lecturers are not aware about it. Furthermore according to 31.0% physical education lecturers sports marketing is not introduced in physical education curriculum.

3.3 College Organizes Sports Management Seminars

Table 3: College Organizes Sports Management Seminars

Response	No. of Lecturer	Percent	Chi Square = 69.631; df: 2; P<0.05
Yes	44	22.0	
No	122	61.0	
Don't Know	34	17.0	
Total	200	100.0	

Table 3 shows views of the physical education lecturers regarding organizing sports management related seminars in their colleges.

It is evident from the data that according to 22.0% physical education lecturers their college organizes sports management seminars, whereas 17.0% physical education lecturers are not aware about it. Furthermore according to 61.0% physical education lecturers their colleges do not organize Sports Management Seminars.

3.4 Students seek information about sports marketing field

Table 4: Students seek information about sports marketing field

Response	No. of Lecturers	Percentage	Chi Square = 116.947 ; df: 2; P<0.05
Yes	138	69.0	
No	40	20.0	
Can't Say	22	11.0	
Total	200	100.0	

Table 4 shows views of the physical education lecturers with respect to students seek information about sports marketing field. It is evident from the data that according to 69.0% physical education lecturers students seek information about sports marketing field, whereas 11.0% physical education lecturers are not sure about it. Furthermore according to 20.0% physical education lecturers students do not seek information about sports marketing field.

3.5 College has organizational set-up for producing competent human resource for sports marketing related jobs

Table 5: College has organizational set-up for producing competent human resource for sports marketing related jobs

Response	No. of Lecturers	Percentage
Yes	118	59.0

No	70	35.0	Chi Square = 84.537 ; df: 2; P<0.05
Can't Say	12	6.0	
Total	200	100.0	

Table 5 shows views of the physical education lecturers with respect to college has organizational set-up for producing competent human resource for sports marketing related jobs. It is evident from the data that according to 59.0% physical education lecturers their college has organizational set-up for producing competent human resource for sports marketing related jobs, whereas 6.0% physical education lecturers are not sure about it. Furthermore according 35.0% physical education lecturers their college do not have organizational set-up for producing competent human resource for sports marketing related jobs

4.0 Conclusions

4.1 Awareness about sport marketing Field

- On the basis of study results it is evident that most of the physical education lecturers are aware about the sports marketing field up to a moderate extent.

4.2 Introduction of Sports Marketing in Physical Education Curriculum

- On the basis of study results it is evident that according to most of the physical education lecturers a sports marketing is introduced in physical education curriculum.

4.3 College Organizes Sports Management Seminars

- On the basis of study results it is evident that most of the physical education colleges do not organize sports management seminars.

4.4 Students seek information about sports marketing field

- On the basis of study results it is evident that most of the students of physical education colleges seek information about sports marketing field.

4.5 Organizational set-up for producing competent human resource

- On the basis of study results it is evident that most of the college has organizational set-up for producing competent human resource for sports marketing related jobs.

Thus, on the basis of study results, it is clear that most of the physical education colleges need to give due importance to the sports marketing field either through their syllabus or they need to go beyond syllabus so that the physical education colleges of the study area become ready for tackling the sports marketing related aspects and needs of the students of central India.

5.0 Bibliography

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