

Annotated Bibliography

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Niciporuc, T. (2010). Sports marketing – it's not a game anymore. *The proceedings of international Conference, Babes Bolyai University, 3, 251-263.*

Knowing what to expect from a new career opportunity is vital in how successful a supervisor can be. I read and chose this journal article because isolates why sports marketing is unique and so distinctive. Establishing the appeal of the unknown is a key impact in a sports organization and marketing technique. One important relationship described is between the team organization and promotions; being able to link and attract sponsors can differentiate per team due to location. As much as the team relies on sponsorship and publicity, businesses sponsors relies on the team to attract the eyes and views of the consumer. As much as the positive effects are noted, the negative drawbacks were pointed out. Sponsorship from celebrity athletes can be a big endorsement deal, but if the image of the celebrity changes, the brand tied to them does also. Also, the market being ambushed and causing confusion has happened when Robert Pires who's French National soccer team was sponsored by Adidas, but he dressed in his personal sponsorship by Puma during an interview. Situations like this can exploit one brand, while diminishing another, and confusing consumers in the process.

Practical Application

Understanding the pros and cons in marketing comes with the career choice. Being able to navigate and view different aspects in sponsorship now, can help when deciding wo or what to use to promote your brand in the future. Understanding what consumers want in your area can vary dependent on your demographics. Media playing a role in your business is a trust factor or risk that is taken and knowing what to promote and what to pass on can be difficult. Organizational planning and having a well thought out marketing plan will play apart, which is why I chose the next journal article.

Chew Swee, S. &Leng Ho, K. (2014). Marketing sports products on facebook: the effect of social influence. *Physical Culture and sports, 61(1), 65-73.*

This journal looked into the relevance of social media (facebook) and sports marketing. This is important as an Athletic Director because the age of technology is here and being able to understand what student athletes are involved with will be (if not already) apart of the job. According to the journal, fans are influenced largely by people in their immediate "friend" circle on social media than what they hear on news stations. The journal study made a hypothesis that social media sites can affect the purchase intention of the consumer. In the study the implementers made a fictitious company and posted items from it on facebook for sports fans to view. There were two groups (Group A & B), Group A, saw background information on the fictitious (created, location, mission statement, etc.) and a business commercial, while Group B was only exposed to the wall of the facebook page and the comments left on the items. The two groups were then given a Linkert scale questionnaire after they saw the fictitious facebook page to measure the what they thought of products quality and their intentions on buying the item. The results varied for both groups.

The results for the Group A displayed that social media's positive comments with friends posting ratings and claiming they bought the item more likely to purchase the item themselves. Research calculations displayed that the social media site largely affected the likely hood of purchasing the assignment and them wanting to participate in future fan events. In addition, this

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can be a marketing tool used to create new brands behind team gear, donations, and gaining sales. Group B had similar results, they were more confidence in the quality of the item, but less likely to purchase the item or attend a fan event. So, lack of social media being able to show the item on their site made them less willing to purchasing the item for themselves. This is also a key component in marketing for teams to understand what draws in consumers and what repels them.

Practical Application

Social media is the way of the future understanding technology and the growth aspect is endless. Therefore, knowing what consumers look for when on facebook or Instagram is a head start in marketing. Apply a marketing plan on facebook, knowing what to post, and having research to back up reasoning can help give life to your vision as an Athletic Administrator. Knowing the team is able to promote your organization and items involved with your brand properly and respectful, while stimulating the consumer can improve sales on a national level.

Mihai, A. (2013). The strategic sports marketing planning process. *University of Bucharest, faculty administration and business*, 17, 230-236.

Sports marketing may be a common term, but it is definitely an uncommon issue in teaching. Wanting to be an Athletic Director on the collegiate stage, I must understand sports marketing and the ends and outs of a business plan I help create. This journal digs into the difference in sports terms with marketing. It explains how "Marketing of Sport", involves speaking to the consumer and the participants by helping them understand that they need each other. The survival of a sporting organization is a cross between the sports team participants maintaining an attractive appeal to the spectator, therefore the spectator remains a fan through live entertainment, broadcasting, and using internet and other mobile devices. While "Marketing through Sport", is using the sports team themselves to market and advertise certain products and team memorabilia to a specific and identifiable demographic. The article describes the 3 stages of sports marketing and its process. The different stages are the basic beginnings in organizing your marketing process/business plan. Stage one is identification of marketing opportunities; in this stage you have a step by step process from examining your organization to determining tactics for benchmarks. Stage two is Strategy determination. This stage details the "4 P's" of marketing and the "3 P's" of service. It defines and explains different vocabulary words needed in marketing. Stage 3 is Strategy implementation, which simply explains how to put the prior stages and knowledge/information from those stages into movement. By doing so you will create a successful marketing business plan, with task and goals to accomplish as you move forward.

This is highly useful when preparing a marketing plan and delegating it to subordinates. Being able to elaborate and express your marketing plan for the future is very important. Having knowledge and being able to create a dialogue with staff is also pertinent. Not being able to understand a question asked by you staff about your plan is poor as a director, unable to express your own individual marketing plan to your athletic staff could create a lack of confidence in your staff creating your marketing vision.