

THE IMPORTANCE OF SPORTS MARKETING ACTIVITIES IN THE TRAINING OF  
MODERN EXECUTIVE PERSONNEL

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**Abstract:** this article highlights the importance of sports marketing in the preparation of modern leaders for sports institutions specializing in sports education today in competitive conditions, as well as the scientific and practical aspects of the introduction of sports marketing activities in leadership activities. The issues of wide involvement of young people in sports in the regions for sports education institutions are discussed in detail. Scientific and practical recommendations on the development of sports marketing have been developed in the training of modern executive personnel.

**Keywords:** physical education and sports institutions, sports education, sports marketing, sports, trends in the international sports market, sports development.

**INTRODUCTION**

The implementation of such tasks as "bringing the share of the population involved in sports to 36%, building sports venues in at least 5,000 neighborhoods so that they can engage in physical education and mass sports" was highlighted, based on the stated goal of the Uzbekistan-2030 strategy on "reforms in youth Public Policy and sports directions".

Indeed, based on the goals and objectives set out in the strategy, the involvement of young people in sports and the involvement of residents and young people in sports and increasing their level of coverage imposes on the leaders of sports education institutions with great responsibility.

In the context of a fierce competitive environment, it is difficult for management leaders in the field of physical education and sports in our country to achieve profit without introducing marketing and management in their activities while taking a strategic step while forming their worldview. Today, in the stable and priority development of sports education institutions, it is important that every modern leader, as a result of his study of sports marketing, solves the urgent tasks that await his solution in the field.

We dwell on what work is being carried out in our country on the development of sports marketing and what are the problems that await their solution in this regard, and what measures should be taken for the development of the field in the future.

In a competitive environment, sports organizations that have set their strategic goals will require a certain level of effective labor to have a position in the world market and ensure high results in international sports.

The fact that the theoretical, methodological and practical aspects of the introduction of sports marketing in the provision of sports services, taking into account the large-scale reforms in the field of sports as one of the main factors in the sustainable development of sports marketing, are not studied as an independent object of research, determines the relevance of the topic of the article.

As a research problem, as a driving support in the development of sports business in the context of a competitive environment, it is precisely the improvement of the methodological and scientific basis for the introduction of sports marketing.

A number of tasks have been set to solve this research problem:

- research the methodological foundations of the introduction of sports marketing in the introduction of sports business;
- study the criteria for the effective use of sports marketing in the development of sports business in the context of a competitive environment;
- assessment of the state of study of sports marketing in the activities of modern leaders and analysis of the state of its further increase in the chances of obtaining science.

#### **Literature review**

The development of sports marketing and the organization of the production of sports goods in accordance with the requirements of international quality standards, the training of qualified sports personnel is one of the pressing issues waiting for their solution in the field. Initially, it is advisable to find answers to questions such as what "sports marketing" is and what should be distinguished from other areas.

Looking at the research carried out on the development of sports marketing, a special issue of the Journal of Business Research, held in San Diego, California in 2018 as part of "issues related to sports marketing and sponsorship", discussed issues of further development of sports marketing research and support for sponsorship in sports, and put forward ideas aimed at uniting world scientists in this regard [2].

Michal Varmus (2015), a foreign scientist, also noted in his research that small sports clubs operate mainly in the training of amateur players or talented sports children, often within the requirements of spectators and visitors, but it is important that their main problem is to find sports sponsors as a result of the development of sports marketing. In his views, he particularly touched on the issues of the widespread introduction of sports marketing in the development of Sports Club Activities, the formation of sports marketing communiqués using innovative approaches in this regard and the adoption of strategic decisions [3].

Research scientists are directly involved in the development of sports business in the country's economy by introducing yutuk cadre training in universities, and leadership in this regard, improving physical education and sports programs and revising programs. The issues of development of sports business and further improvement of sports marketing activities and the establishment of sports campuses in this regard are highlighted [4].

Sports marketing is of particular importance for any sports goods manufacturer or sports service provider. In this respect, the development of sports marketing and, as a result, the imposition of a positive impact on the domestic market of the country, as well as the existence of what is "sports marketing" itself and what distinguishes it from other areas, were raised precisely as the main issue of research.

Research related to the development of sports marketing has included Australian Deakin University Professors Vanessa Ratten and Hamish Ratten (2011) who have stated their views on the subject: "sports marketing" is one of the effective marketing tools through which companies generate income using consumers' passion for sports. It is worth noting that even in our country, the issue of sports sponsors is always relevant, and as a result, sports clubs always feel the need

for financial support, but this is also due to marketing activities that are not properly established in the club [5].

#### **Research methodology**

In the world, many international sports organizations at the international level work towards the implementation of various marketing projects in various sports, and as a result of this, they contribute to the enrichment of the country's economy, in addition to increasing their budget. In the development of sports business in competitive conditions, the sports sector is also considered as a profitable sector as an important sector of the economy.

#### **Analysis and results**

Sports marketing is one of the significant areas of international sports projects and is important in the development of sports business. Many sports teams establish partnerships with international sponsors worldwide through international sports marketing organizations (Brandwave, Chime sports marketing, Fenway sports management).

Scientists who have conducted research on the development of sports marketing directly argue that "sports marketing" is a huge opportunity for international corporations and organizations to advertise their products and services. These may be prominent in the process of purchasing a sports field name, sponsoring individual sports athletes, or providing sportswear as well as equipment.

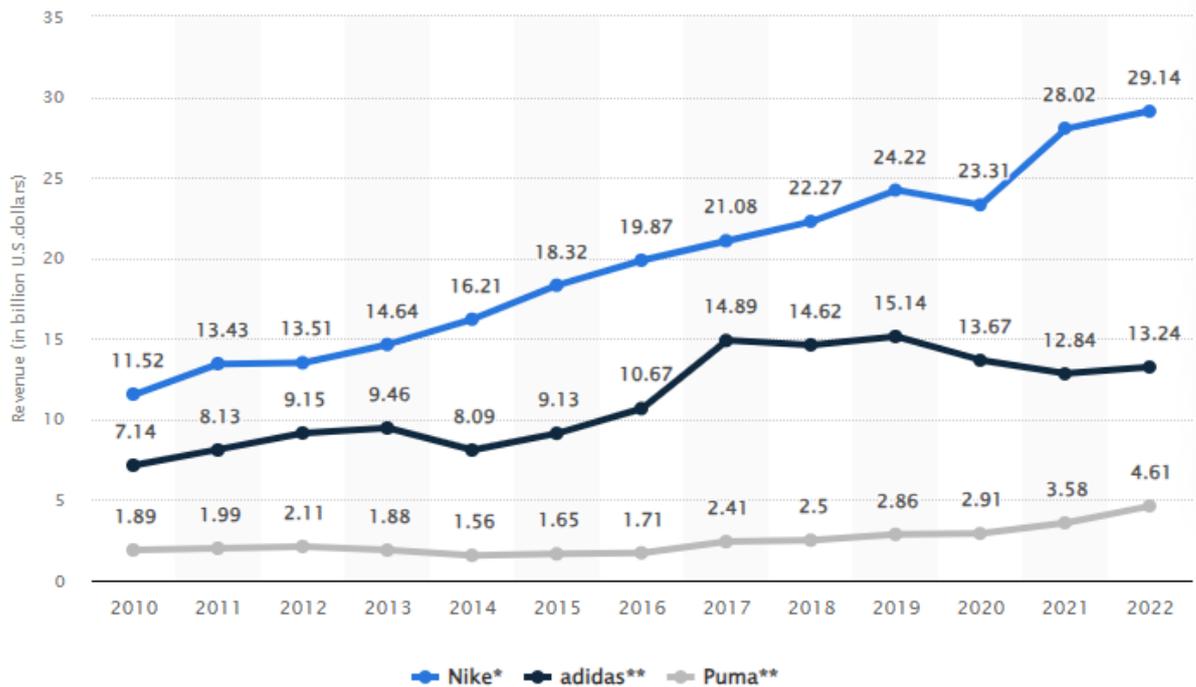
Today, one of the main and most important tasks of every sports organization operating in the field of sports marketing is to correctly select its mission, mark a specific target or identify its competitor in a competitive market, and explore its internal and external capabilities. Sports firms entering the sports business are required to correctly select a specific optimal market, and it is also advisable for sports marketers to choose segments ranging from constant analysis of their customer needs and potential in a specific market segment to consumer.

Currently, in conditions of fierce competition, the desires and desires of consumers are changing dramatically. In order for sports firms to operate effectively in the sports business, it is required to be able to correctly define sports marketing strategies and to organize production and service according to the wishes of consumers, and to be able to enter competition taking into account any market structure. Business entities that carry out sports business directly achieve income by providing quality sports services along with the production of sports goods, as well as by attracting fans to the sports field. The role of sports marketers is of great importance in this.

In the context of fierce competition, along with the production of sports goods, it is one of the important tasks to find solutions to the issues of providing quality sports services to the world market and focusing on sports advertising. As we know, sports events held in any country or international economy attract representatives of many industries around them, in particular: athletes, sports valantists, as well as promoters, sponsors, agencies, media and representatives of other professions.

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Nike, Adidas, and Puma are listed as having global revenues from their shoe segments from 2010 to 2022. Adidas' revenue from footwear was over US \$ 13 billion in 2022.

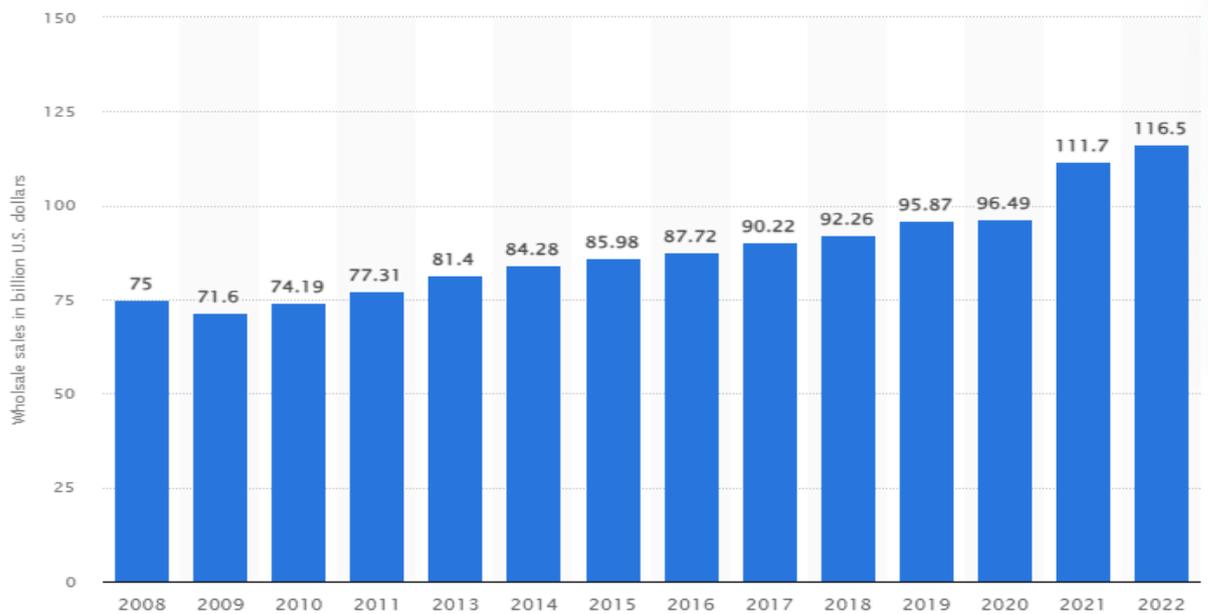
Nike is the market leader in the world sneaker industry, earning just over US \$ 29 billion in 2022. This figure is larger than the total income of his two closest rivals, Adidas and Puma's shoes.

In 2022, more than seven billion dollars of Nike shoe revenue was generated in Europe, the Middle East and the African region, and another four billion US dollars came from emerging markets in Asia Pacific and Latin America.

Looking at the leading sports brands, it is estimated that the market for sports inventory in the world sports market will be about US \$ 150 billion in 2023, and the world sportswear market-about US \$ 200 billion. This is evidenced by the presence of a growth trend in both areas.

In particular, the most famous sports brands in the sports market are Nike, Adidas, Reebok and Puma. The Nike sports brand is estimated at nearly US \$ 40 billion and generated approximately US \$ 35 billion in revenue for fiscal year 2021, the bulk of which fell on sportswear. The Adidas Group produced approximately US \$ 20 billion in products in 2020, and sneakers make up the bulk of this.

<sup>1</sup> <https://www.statista.com/statistics/278834/revenue-nike-adidas-puma-footwear-segment/>



**Figure 2. Manufacturers (wholesale) of sports products in the United States from 2008 to 2022 (in billion US dollars)<sup>2</sup>**

Figure 2 shows the (wholesale) sales of manufacturers of sports equipment, fitness equipment, sportswear, sports shoes and sports licensed products in the United States from 2008 to 2022. Wholesale sales in 2022 were approximately US \$ 116.5 billion, a record for the sports industry.

In the US, in 2022, the wholesale trade in sports goods reached its peak today and grew by US \$ 20 billion compared to two years ago. The largest branch of the U.S. sporting goods industry is sportswear, which has generated wholesale sales of approximately US \$ 42 billion in the U.S. This figure does not include sneakers, which generated US \$ 20 billion in manufacturer sales that year.

Consistent measures are being implemented in our country to popularize sports, to create the necessary conditions and infrastructure for promoting a healthy lifestyle among the population, especially young people, to ensure the worthy participation of the country in international sports fields.

Specific proposals to eliminate existing problems in the field of sports are presented, which today require cooperation with the National Olympic Committee of Uzbekistan, sports federations to create an effective system of selection, training and skill of promising athletes to ensure successful participation in the Olympic, Paralympic and Asian Games, World, Asian Championships and other international competitions and tournaments, the formation of

In our republic, it is required to encourage and support the development of professional, mass sports, including sports games and winter sports, to widely introduce modern innovative technologies into the sports training process, to study foreign experience in this regard, to increase the level and quality of national championships in all sports, to organize international and regional competitions, to encourage systematic measures against unhealthy sports competition.

### CONCLUSION

<sup>2</sup> <https://www.statista.com/statistics/240946/sports-products-industry-wholesale-sales-in-the-us/>

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In place of the conclusion, sports marketing is one of the most effective tools of the sports business in the global sports market in achieving a certain goal, leading to an increase in the source of income by the fact that each sports product or service finds its consumer and increases sports fans and spectators.

Focusing on training sports marketers in the field of sports marketing; hosting prestigious high-profile sports competitions as well as creating the necessary conditions and infrastructure for this; promoting the promotion of national products in international sports competitions.

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