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The Reality of Sports Marketing Methods in Algerian Professional Clubs - USMA Club as a Model

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Abstract:

This study aimed to know the reality of applying sports marketing methods in Algerian professional football clubs, during which we relied on the descriptive approach as it is appropriate in such a case, which depends on describing the phenomenon as it is in reality, with a systematic scientific analysis of the answers that we relied on in the interview applied to a model. The study was conducted by USMA club, and the three topics of the interview were about the reality of USMA club management's reliance on sports marketing, as well as the application of sports marketing methods, in addition to the role of sports marketing in raising the market value of the sports club, along with its role in achieving sports results. The most prominent results obtained were the management of USMA club applies the principles of sports marketing in an acceptable manner and relies on some sports marketing methods for financial collection. As for the role of modern marketing methods in raising the market value of the club and achieving results, the result was positive. The more the club relied on sports marketing methods, the higher the value and sporting results were achieved.

Keywords: sports marketing. marketing methods. sports club.

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1. INTRODUCTION

Within the international sphere, sport has emerged as a distinct and comprehensive social system. Characterized by its unique components and features, this system operates within an interconnected global framework facilitated by international sports bodies, Olympic committees, and regional and continental organizations. While historically viewed as primarily a source of entertainment, recent evidence suggests a more nuanced understanding of sport's role. Beyond entertainment, sport demonstrates a demonstrably close association with consumer values, health, and production. This expanded significance positions sport firmly within the economic cycle, functioning either as a product itself, a collaborative partner, or a source of added value. Notably, European households dedicate a portion of their budgets to sports-related activities. (Nasri, 2007, p. 52)

Within the contemporary global landscape, marketing activities in the sports domain have become integrated into a comprehensive international system. This system plays an essential role in the global economic framework, aligning with the current era of globalization and the information revolution. Investment in sport has transcended its purely economic significance, evolving into a major strategic decision within the broader economic landscape. This underscores the critical need for an economic and financial acumen capable of managing the sports system effectively, ensuring it achieves its designated goals. Marketing methods, consequently, stand as a prominent feature of modern sports.

Marketing, in its comprehensive sense, has emerged as a prevalent function across all organizations, regardless of their objectives or the nature of their products. Its focus has shifted towards serving both the beneficiary and the institution, prioritizing the well-being of the beneficiary and the community in both the short and long term. Marketing also plays a crucial role in contributing to the interests of society as a whole, as well as the organization itself, which is essentially established to serve its markets. The organization's existence is derived from the groups it serves and influences, thus necessitating a keen understanding of its audience, a pursuit of societal benefits, and a commitment to fulfilling societal needs. (El Moussaid, 2006, p. 19) In the contemporary era, football requires an administrative revolution to rise from its current state and embark on a journey towards global recognition, aspiring to reach the level of European national teams and their exceptional performance. This transformation can be achieved through a scientific study of professional football, encompassing all its governing rules, while



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ensuring alignment with the professional systems of Arab and European countries. Additionally, the necessary requirements for success must be provided, including legislative amendments to sports laws and regulations that empower clubs to secure sustainable funding sources for professional development. This shift necessitates approaching sports with an economic and investment mindset, viewing it as an industry, a business, a promotional commodity, and a fertile ground for investment, marketing, advertising, and sports sponsorship. Moreover, specialized and professional management must be established.

Marketing stands as one of the most critical administrative functions within any sports organization. In recent times, there has been a surge in interest in studying and applying marketing concepts across a wide range of institutions. (Nasri, 2007, p. 52)

It has become evident that optimal levels of club development and support can be attained by effectively utilizing diverse marketing strategies.

The problem statement:

Sports, as a civilizational and social phenomenon, have consistently reflected progress, advancement, and values within societies. They stand as one of the most prominent pillars of comprehensive development, encompassing the most crucial element of society: the individual, both in mind and body. While professional athletes can afford the costs of individual sports participation, organizing activities at local and international levels requires significant financial resources. This has led to the emergence of sports marketing as a potential solution. Sports marketing represents a crucial tool or method that can contribute to addressing some of the obstacles faced by sports clubs, particularly financial constraints, especially in light of the professionalization of sports that has permeated even resource-constrained clubs. Sponsorship techniques and sports event marketing have evolved considerably in recent times. For instance, the commercial exploitation of broadcasting rights, advertising, and sports events has emerged as a prominent area of sports marketing. Sports marketing, as a field of study, is grounded in scientific principles and practices. It encompasses a range of activities designed to meet the needs and desires of the sports consumer through engagement strategies. (Adrgan, 2017, p. 30)

An examination of the work of sports clubs under the Ministry of Youth and Sports reveals a glaring absence of sports marketing within these institutions. There is a severe shortage of qualified professionals in this field, and sports clubs



generally fail to utilize sports marketing to enhance their revenue streams. Moreover, many clubs are unable to fully implement their annual plans due to financial constraints. This reliance on government support and the inability to generate their own resources hinder their capacity to deliver optimal results in sports competitions and provide quality services to their members and fans. The financial constraints and the level of national team players representing Algeria further compound the challenges faced by sports clubs. The issue of sports marketing in Algeria is evident in the lack of attention paid to the marketing aspect and the low awareness of its significance in supporting the activities of sports clubs and enhancing their performance in fulfilling their mandates. (Harbagi, 2016, pp. 2-3)

To assess the current state of sports marketing practices within sports clubs, the research question that this study aims to address is formulated as follows:

What is the reality of implementing sports marketing methods in the Algerian football club USMA?

1.1.Partial Questions:

- Does USMA Club incorporate sports marketing into its administrative strategies?
- Does USMA club generate sufficient financial revenue from sports marketing practices?
- Do sports marketing practices contribute to enhancing the club's value locally and internationally?

1.2.General Hypothesis:

The reality of applying sports marketing practices in Algerian football clubs falls short of the standards of modern marketing professionalism.

1.3.Sub-Hypotheses:

- USMA club management employs a range of sports marketing techniques.
- USMA Club generates financial gains from some of the implemented marketing techniques.
- Modern sports marketing techniques contribute to enhancing the value of the sports club locally and continentally.

1.4.Research Objectives:

The primary goals of this study are as follows:

- To evaluate the current adoption of sports marketing practices in Algerian professional football clubs.



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- To analyze the relationship between sports, sports marketing, and its role in financing sports clubs.
- To investigate the impact of sports marketing practices on the market value of professional football clubs.
- To assess the contribution of sports marketing practices to increasing the financial revenues of professional football clubs.

1.5. The importance of research:

This study holds significant importance in understanding the current state of sports marketing practices within Algerian professional football clubs and identifying the obstacles and challenges that hinder their effective implementation. The research aims to provide a comprehensive overview of the current sports marketing landscape in Algerian football clubs, paving the way for scientifically informed approaches to enhance and develop these practices. By improving sports marketing practices, Algerian football clubs can secure financial stability, attract sponsors and partnerships, increase fan engagement, enhance brand reputation, and support the national team. Ultimately, this research contributes to the advancement of Algerian football and its potential to achieve global recognition.

2. Previous Studies:

First study: Dr. Yasmin Tuhyar, University of Algiers 3, under the title “The Impact of Sports Marketing on Economic Institutions on the Development of Football in Algeria”.

This was a descriptive-analytical study of the reality of sports marketing in economic institutions and its impact on the development of Algerian football. The research sample consisted of 20 economic institutions randomly selected from the Algerian state out of a total of 32 institutions, along with 15 sports clubs in the same state. A questionnaire was used to collect data, and the most significant findings were as follows: The economic institutions demonstrated a national commitment and a constant readiness to support the sports sector in general and football in particular, regardless of financial returns. Most responses from the sampled sports clubs in Algeria indicated a lack of interest in enhancing sports marketing. However, it was evident from the sample that economic institutions play a significant role in the development of Algerian sports through sponsorship and support.

Second study: Ibrahim Ali Gurab, University of Algiers 3, under the title “The Current State of Sports Marketing in Sports Institutions: A Case Study of



Yemeni Institutions and Federations in 2009". The study aimed to investigate the level of interest in sports marketing in the Republic of Yemen and the awareness of sports marketing in supporting various sporting activities. The researcher targeted Yemeni sports institutions as the research community, relying on a sample of permanent employees within these institutions to respond to the questionnaire designed for data collection. The main findings of this study were as follows: There are no provisions in ministerial regulations or laws regulating the process of sports marketing. Additionally, there is a lack of clear strategies and policies for sports marketing. Marketing specialists in sports marketing are absent at the level of federations and sports institutions. Regarding marketing techniques, sports institutions do not engage in effective media promotion of their tournaments to increase viewership and generate revenue.

3. Defining Terms and Concepts:

3.1. Marketing:

Defined by both Dubois and Kotler as A social and economic mechanism that fulfills the needs of individuals and societies by creating and exchanging products and other value combinations for the future. Webster defines it as the process or function by which an organization adapts to its environment. According to Benoun, it represents the stages that involve the discovery and analysis of the apparent and latent requirements of society with the aim of conceiving and implementing an adaptive policy that responds to what is demanded or part of it. (AL Ghais, 2000, p. 104)

Operational Definition:

It refers to the act of paying attention to the needs and wants of consumers and trying to adapt products and services to their tastes in order to achieve the goals of the individual and the organization.

3.2. Sports Marketing:

Sports marketing is a social and managerial process in which the sports manager seeks to obtain what sports marketing entities need, both socially and athletically, aiming to innovate and exchange products and added value with others. It is also an intertwined process aimed at planning, pricing, and distributing the product, in addition to the service or sports activities that satisfy the needs and desires of current and prospective beneficiaries or consumers. (AL Ghais, 2000, p. 104)

Operational Definition:



In short, sports marketing can be defined as all activities or processes designed and executed to satisfy the needs and desires of consumers and align with the goals of sports organizations and sponsoring economic entities.

4. Administration:

American administrator Jenson defines it as the field concerned with the group of individuals who bear the responsibility of managing and leading the harmony in unifying the efforts of these individuals, whether through effective and sufficient achievements to Achieve the simplest possibilities of success. American administrator Hemphill J. Griffith describes it as the vital interaction for creating activities to reach general purposes and objectives. Fayal sees it as forecasting, planning, organizing, issuing orders, coordinating, and controlling. Walter discusses it, saying it is the use of science in the processes of selection, organization, and control over the following activities: procedures, machines, individuals, materials, transformation, marketing, making that science more humane and more profitable. Hassan Shaltout and Hassan Sayed Moawed define it as the art and application of the administrative policy set within the general organizational framework, provided that this application meets the requirements of time and place.

The late President Gamal Abdel Nasser viewed it as a science that helps in mobilizing the means of production to achieve the most efficient and highest growth rate. Dr. Sid El-Hawary sees it as that member of the institution responsible for achieving the results for which the institution was founded. Edward Burke defined it as a social responsibility that includes effective planning and organization of the enterprise's operations and the necessary management to ensure that business proceeds according to the drawn plan, directing and monitoring the individuals in the institution.

Thus, the author believes that management is the organization and training of human behavior and is responsible for using material and human elements with high efficiency to achieve the desired results. Management can be defined as an ongoing social process that works on optimally exploiting available resources through planning, organization, leadership, and control to reach a specific goal. (Badwi, 2004, p. 52)



4.1. Sports Management:

Just like other aspects of life, sports require effective management and organization. Sports management specialists have established theoretical frameworks and processes that can be applied in practical situations. Their role is crucial, encompassing analysis, planning, reporting, and monitoring fundamental daily issues related to physical education and sports development. These efforts draw upon accumulated experience from administrative work and aim to achieve two interrelated goals: achieving high athletic achievements and attracting and engaging youth in continuous and organized sports activities. While high-level athletic achievements are primarily the result of the athletes' efforts, additional support plays a significant role in reaching advanced sporting results.

For many years, it has been evident that advanced sports results stem from collective teamwork. This collaboration extends beyond the coach-athlete or coach-team dynamic and includes the administrative aspect. Recognizing the importance of this collective effort, leading nations in the world of sports have enacted specific laws to develop and protect the concept of teamwork in this field, acknowledging the contributions of players, coaches, and administrators.

The recent advancements in physical education and sports necessitate the use of scientific methods to address challenges and solve problems. Consequently, programmed organization and effective management, considered both an art and a science, become essential for coordinating various sporting activities. Planning and organization form the cornerstone of this art. Sports management is one of the most important components of modern scientific sports development. It serves as a crucial tool for enhancing athletic achievement and development across various aspects. Sports management encompasses planning, execution, monitoring, and evaluation of all sports activities. The management of any sport is an essential element that drives progress and works diligently to stimulate change incentives, develop its influencing factors, and mobilize its requirements. For this reason, sports management must continuously adapt its tools and methods to effectively respond to societal and environmental conditions. (Marwan, 2002, p. 49)

4.2. Marketing

Dubois and Kotler have defined marketing as the economic and social mechanism that caters to the needs and demands of individuals and societies by means of creating and exchanging products and other configurations of prospective value. Webster, in turn, characterizes it as the process or function by which an



organization adjusts to its surroundings. As articulated by Benoun, marketing encompasses stages entailing the discovery and analysis of both apparent and latent societal requirements, with the intent of formulating and implementing an adaptable policy that responds to, or fulfills, certain facets thereof. (AL Ghais, 2000, p. 104)

4.3. Sports Marketing:

Pits and Stotlar defined it as “the process of designing and implementing activities related to the production, pricing, promotion, and distribution of sports products or services to satisfy the needs of consumers or participants to achieve the goals of the organization or institution”.

Grant and Bashom also defined sports marketing as “surveying prevailing opinions and trends in the market, and then directing sports products and services to align with those trends”.

Sports marketing encompasses all activities applied to meet consumer needs through interactive processes. In summary, sports marketing comprises all activities or operations designed and executed to satisfy consumer needs and align with the goals of sports organizations.

4.4 Marketing Strategy in the Club:

It is a set of ideas, plans, and principles developed by specialists and officials in the club that comprehensively and integrally addresses the field of sports marketing. They are indicative of the means of work and its requirements for the purpose of achieving specific future goals and developing the sports institution administratively, financially, and in terms of achieving sporting results. (Ibrahim, 2016, p. 203)

4.5. Types of Sports Marketing Methods:

These are a group of various activities that can be implemented using sports fields, championships, tournaments, and local, national, continental, and Olympic competitions in sports marketing.

They are diversified as follows:

- Marketing of advertising and publicity rights.
- Television marketing.
- Championships and Matches Marketing.
- Player Marketing.
- Sports and Social Facility Marketing.

- Services Marketing for Internal and External Audience. (Harbagi, 2016, p. 21)

Below is a list of some of the most profitable sports clubs in the world in 2023, according to Forbes magazine.

Table 1: some of the world’s most profitable sports clubs in 2023

Ranking	Club	Earnings (million dollar)
1	Real Madrid	756
2	Barcelona	746
3	Manchester city	644
4	Bayer Munich	612
5	Manchester United	559
6	Liverpool	544
7	Tottenham hotspur	489
8	Paris Saint-Germain	486

Source: Forbes magazine 2023

4.6. Marketing for Companies and Their Products Through Sports Sponsorship:

The Concept of Sports Sponsorship: Sports championships attract a wide audience and arouse the interest of economic company managers due to their potential to improve the reputation of companies and their products through advertising and publicity in exchange for the financial sponsorship provided to the sports club under a legal contract. Sports sponsorship, as contrast to sports marketing, takes various forms, including:

- Sports sponsorship for clubs and outstanding players.
- Sponsorship of sports events.
- Sponsorship of sports federations.
- Sponsorship of sports competition venues. (Ashour, 2022, p. 378)

Forms of Sports Sponsoring:

- **Sponsoring for Brand Exposure:** Marketing the brand by placing it within the camera's view, whether on the athletes' clothing or on the advertising boards in the sports complex.
- **Image Sponsoring:** Leveraging the positive image of a major team or a famous player to market products and services.



- **Network Sponsoring:** Where the institution funding the sports event relies on its exploitation to activate its sales network for the widest promotional and sales reach. (Ashour, 2022, p. 380)

5. Field Research Procedures:

Research Methodology: In this study, we adopted the descriptive analytical approach that serves our topic on examining the reality of sports marketing at the USMA club.

Population and Sample: The study population consists of all the professional Algerian football clubs, the purposive sample selected for this study is USMA club, serving as a representative model for the analysis.

Study Limitations: The study was conducted in February 2024 at the headquarters of USMA in Bologhine.

Data Collection Tool: We opted for the personal interview method with the technical director of USMA club, given the time constraints and his consent to use recording devices for research purposes. A structured questionnaire comprising 10 questions divided into three sections was prepared to address the study hypotheses.

Psychometric Characteristics (Validity): The interview questions were presented to a group of experts in sports management and marketing for evaluation. The questions were approved after incorporating their feedback and necessary adjustments.

5.1. Presentation and Analysis of Results:

Analysis of the interview with the sports manager of usma club

First Axis: Does the USMA club incorporate sports marketing into its management strategies?

- **Question 1:** Does USMA club management dedicate a department specifically for sports marketing?
- **Response:** Yes, USMA club management has a dedicated department for sports marketing.

Researcher's Comment:

The organizational structure of USMA club includes an office dedicated to managing the club's marketing activities.

- **Question 2:** Does USMA club management rely on specialists in the field of sports marketing?



- **Response:** Yes, USMA club management relies on marketing specialists with university qualifications, but not specifically in sports marketing.

Researcher's Comment:

The club management relies on marketing specialists with university qualifications, but not specifically in sports marketing. This doesn't mean the marketing office is incapable, but a sports marketing specialist could offer greater value.

- **Question 3:** Does USMA club management utilize e-marketing for transactions and service delivery within and outside the club?
- **Response:** Yes, USMA club management relies on websites for administrative transactions and has social media pages.

Researcher's Comment:

Based on the respondent's answers, it appears that the club relies on its website and social media pages for administrative purposes and general management. However, a more effective approach would involve leveraging e-marketing for targeted advertising and promotion of the club's sporting products and services, including e-ticketing.

Conclusion for Hypothesis 1:

Drawing from the respondent's responses regarding Hypothesis 1, it can be concluded that USMA football club incorporates sports marketing principles into its management strategies to a moderate extent. Nevertheless, further efforts are needed to expand the scope of sports marketing planning and implementation to achieve the club's goals in line with professional clubs worldwide.

Second axis: Does USMA football club Achieve Sufficient Financial Income from Sports Marketing Methods?

- **Question 1:** Does USMA football club generate specific revenue from player marketing?
- **Response 1:** USMA football club focuses on winning titles and does not rely on a policy of marketing its core players. However, the club utilizes the penalty clause for selling contracted players if a player leaves the club.



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Additionally, they successfully marketed a young player to CSKA Moscow in 2024 for a substantial amount.

Researcher's Comment:

Player marketing requires extensive work, including market research and specialized training centers with a scientific academic program. Based on the respondent's answers, the club doesn't heavily rely on player marketing, except in specific situations. They are currently building a player training center which will be completed in the coming months.

- **Question 2:** Does USMA football club generate specific revenue from television broadcasting?
- **Response 2:** Yes, USMA football club generates revenue from television broadcasting, but hasn't received all the payments due from Algerian television.

Researcher's Comment:

As everyone knows, USMA football club has a large following not just in the capital but nationwide. They participate in continental competitions and consistently compete for national titles, leading to high viewership for their televised matches. This translates to revenue from television broadcasting rights. However, administrative problems have prevented the club from collecting all the money owed from Algerian television.

- **Question 3:** Does USMA football club generate specific revenue from ticket sales?
- **Response 3:** USMA football club generates revenue from ticket sales, but with the introduction of the electronic ticketing platform in recent years, they haven't received their full dues.

Researcher's Comment:

As mentioned before, USMA football club boasts a large fan base that travels with the team and attends domestic and continental matches. This generates ticket sales revenue for the club. However, in recent years, the club has encountered issues with the electronic ticketing platform, leading to delays in receiving ticket sales revenue.



- **Question 4:** Does USMA football club generate specific revenue from sports sponsorship contracts?
- **Response 4:** Yes, USMA football club secures consistent revenue from major companies through sponsorship contracts, like Sonelgaz, Puma, Macron, and others.

Researcher's Comment:

It is preferable to have large, long-term sponsorship contracts with commercial marketing strategies aimed at developing the club in terms of training, production, and sporting results.

Conclusion for Hypothesis 2:

USMA football club relies on some sports marketing methods for financial gain to a reasonably acceptable extent, especially for sponsorship contracts. However, there is a need for contracts related to sports production, internal and external sports services, and the sports audience. This is in addition to emphasizing the administrative problems related to collecting dues from Algerian television and the electronic ticketing platform.

Third axis: Do Sports Marketing Methods Contribute to Raising the Club's Market Value Locally and Internationally?

- **Question 1:** Does using modern sports marketing methods by professional football clubs increase the market value of the players and the club itself?
- **Response 1:** Yes, using modern sports marketing methods can increase the value of the club.

Researcher's Comment:

Playing in domestic and international competitions, along with using the club's logo and star players in advertising and promotions, increases the club's exposure and popularity. This, in turn, raises the market value of USMA football club in the sports world.

- **Question 2:** Does using sports marketing methods in professional football clubs increase the club's capital value?
- **Response 2:** Absolutely.

Researcher's Comment:

As discussed earlier, all sports marketing methods generate significant income for the club. This income boosts USMA's overall capital value, allowing for smoother financial management without debts owed to players or vendors.



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- **Question 3:** Does using sports marketing methods in professional football clubs improve the club's performance in terms of sporting results?
- **Response 3:** Absolutely, it helps with managing administrative matters and financial aspects during national and continental competitions. This allows USMA football club to focus solely on achieving excellent performance and securing high sporting results.

Conclusion for Hypothesis 3:

Based on the previous responses from the respondents and the researcher's comments regarding the impact of sports marketing methods on raising the club's value locally and internationally, it can be concluded that effectively implementing modern sports marketing methods guarantees an increase in the market value of the club's assets and players. This includes expanding e-marketing efforts, securing long-term sponsorship and advertising contracts, investing in the club's own production and training centers, and utilizing star players for brand promotion through product endorsements and other marketing initiatives.

General Conclusion:

Through the analysis and discussion of the interview responses with the sports manager of USMA football club, we have formulated a general summary regarding the overall question presented in the problem statement.

The reliance on sports marketing methods in professional Algerian football clubs is still far from what is practiced in developed countries, which achieve considerable profits in this field. The principles of sports marketing applied in sports clubs, according to the research, are not implemented by all sports clubs in Algeria.

In terms of the sports club's revenues from the available methods, they are deemed acceptable compared to the overall activity in the field of sports marketing in Algeria. However, there are administrative obstacles with some institutions involved in the sports marketing system for the professional national championship.

As for player marketing, it requires professional academic training centers that ensure quality in presenting players nationally and internationally.

Commenting on the market value and promotional standing of the club both domestically and abroad, electronic marketing methods and advertising and publicity services by the club and players are considered the fundamental standard for enhancing the club's value symbolically and financially.



CONCLUSION:

Most management and economic experts agree that the key elements for economic success, achieving institutional goals, and maintaining continuous development while defending a position within an environment constitute three essential factors: formulating strategies and action plans, securing expert assistance, and ensuring sufficient resources within the organization. Additionally, an essential link in this chain is marketing services. The stronger the marketing service within an organization, the greater its sales of goods and services, and the more prominent its position in the market environment. Quality and competitiveness play crucial roles in achieving this.

In this study, we focused on sports marketing services in Algerian professional football, specifically examining Union of the Capital Algerian Club. It is stated that sports marketing is not consistently and adequately applied in Algerian sports. Regarding football, not all Algerian clubs rely on sports marketing by providing dedicated services and employing specialists in sports marketing. As for the revenues generated through sports marketing methods at Union of the Capital Club, they face administrative obstacles, particularly concerning television broadcasting dues owed by Algerian television. Additionally, the electronic ticketing platform has not fully delivered the clubs' dues in recent years.

Player marketing, which is crucial for professional clubs, requires professional academy training centers to ensure quality in presenting players nationally and internationally. Furthermore, the club's market value and promotional standing, both domestically and internationally, heavily rely on modern marketing methods. Electronic marketing, advertising services, and player endorsements contribute significantly to the club's financial health and symbolic status. The club becomes an attractive hub for investment, advertising, and endorsements related to sports products and more. The influx of sponsor companies supporting professional sports clubs is evidence of this trend.

Given this existing reality regarding sports marketing methods in Algerian professional football, it is essential to allocate dedicated sports marketing departments in all sports clubs. These departments should be managed by experts in sports marketing. Leveraging modern technology for administrative and marketing transactions, especially with sponsoring companies, is crucial. Additionally, developing long-term sponsorship contracts beyond advertising



should include training and investment, such as specialized training centers for sports clubs or health and sports centers that provide services internally and externally. Developing and marketing club-branded gear and apparel, along with sponsor companies, is equally important. All of this can only be successfully implemented with political will from relevant authorities, supported by appropriate legal frameworks for sports investment. Applying and evolving successful sports marketing principles based on academic research and studies within the economic field are essential for sustainable growth.

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