INTRODUCTION TO SPORT MANAGEMENT ASSIGNMENT 1

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Introduction into Sport Management - Assignment 1

Sport Marketing

Market segmentation is the process whereby customers and consumers are grouped together by a set template that a company or business will define. Segmentation takes place through 4 key strands, these are psychographic, behavioural, demographic and geographic. Kaur (2015) highlighted the importance of segmentation in order to allow companies to clearly export goods and services to allow them to implement the appropriate marketing strategy, and develop it in the correct areas of the consumer base.

Segmentation requires two other topics, targeting and positioning. Targeting consists of allowing the employees to channel the businesses resources into various segments that have been subsequently created. Once the segments have been identified, this targeting is key to making sure certain segments are targeted and exploited to the full extent. Finally, positioning is where it is decided what marketing strategies and put in place to what segments. Using the resources that Targeting has allocated, positioning can allow the business to execute market segmentation fully, and make sure the correct segments and receiving the correct treatment in order to maximise profits and allow for full growth of the company.

Objectives for a Sport Organisation

Successful strategy in business is key. The identification and implementation of objectives allows the business to clearly identify its path, and allows them to understand the resources

and the direction in which they need to travel. Singh (2015) explained how objectives help provide focus to certain activities required within a business, and form the basis for the evaluation of a company's success.

SMART targets allow companies to clearly define their targets and allow employees to see their roles within the SMART targets they have been set. Macleod (2012) claimed that goal setting, including SMART targets, is a critical role of leadership within a company, and increases the proactivity within the respective organisation.

SMART, stands for Specific, Measurable, Attainable, Realistic & Time. If a company sets an employee or sub team an objective, allowing them to clearly know the direction in which they are traveling, can they look back at their target and see that it fits the above criteria? If so, then the validity of the target is raised, meaning that the employees can clearly relate their work back to what their superiors requested. Underpinning what MacLeod (2012) highlighted about the critical role it plays in leadership.

Risk Management

Information from Sportandrecreation.nsw.gov.au (2016) explains that risk management is the course of action you take to reduce the risk of problems whilst running an event, before they occur. This can be in terms of health & safety, athlete wellbeing, staff safety and many more areas of management.

This is discussed further by Leopkey & Parent (2010) who wrote about the issues surrounding the topic of risk management within the sporting sector, and related this back to two recent sporting events; the 2006 World Figure Skating Championships & the 2007 U'20

FIFA World Cup.

The pair wanted to look into the way that different stakeholders view risk management, so in order to conduct their case study, Leopkey & Parent (2010) conducted interviews both in person and over the phone. They targeted interview questions at the interviewee's meaning/ interpretation of risk management, types of risk management issues they encountered or planned for, strategies they used to deal with the risk management issues (Leopkey & Parent, 2010). This allowed them to draw conclusions at the main ways in which successful risk management prior to an event can be an effective way of dealing with certain hazards during competition.

Recruitment Procedures

Moskwa (2016) summarised the use of a job description within the recruitment process as used to explain the role, responsibilities, expectations, and qualification requirements for job posting. Lewis (2015) used this knowledge to explain how having a comprehensive and detailed job description is vital to developing a well rounded expectation of what types of people will be applying for jobs with an organisation. If a company does not allow job seekers to clearly know what will be expected of them, they may waste time having interviews with people who are clearly not cut out for the particular industry and/or line of work, therefore pulling employees away from more influential tasks in order to run the interviews.

Job descriptions, like most other criteria you would find on a job application need to be detailed. This allows both manager and employee clearly map out what the roles would be for said employee. This avoids so called 'that's not my job' situations, therefore avoiding tension

within an organisation. If the application and contract is signed with the employee agreeing to the description, then all parties will know what to expect form the work undertaken and can allow themselves to fit into an understanding and smooth working routine.

Programming

All companies and organisations are different, therefore the way in which they approach tasks and complete their day to day business will also be different. Programming is the way in which these companies achieve their goals, and how they run themselves. Torkildsen (2011) explained how the methods depend on the aims, strategy, staff skills and the finances of the company as a whole.

The traditional method uses what is already known from past experiences, and uses this in repetition. Small adaptations may be made, but as a whole entity the model of the programme will run the same. As times change though, businesses may miss out on potential improvements to their systems, due to the rigidity of their way of existing. (Russell & Urban, 2006)

The demand approach creates a new programme every time one is required. It uses the current financial climate, fan base, recent successes or failures in sport amongst others to determine the best way of approaching each individual need. Torkildsen (2011) talks about the way in which this can lead to a narrow minded approach, without a wide view of the larger picture because a programme is only created for what is specified, it does not take into account any other topics that may need covering.

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