Sports Marketing and Quality of Sports Delivery

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ABSTRACT

Sports marketing and quality is a multidimensional and multifaceted concept interwoven with opinions and value judgments and applications about what constitutes good and quality of sport product. This lack of linearity partly explains the large number of opinions of the concept of what actually sports marketing and sport production process is all about, the lack of approaches to measure and even assess it and the lack of clean policy to assure and improve quality delivery.

This concept paper offers a definition and presents issues, challenges and model to assure and improve sport marketing practices in relation to the structure, process and operation to the structure, process and operations as well as the outcomes guiding efforts on sport marketing and principles.

Conceptually, sport marketing and its productivity can be thought of as being determined by those factors that affect efficiency indirectly by altering the functioning of the national economy, those that directly affect the efficiency of the sport industry as a whole, those that influence the technical capability and efficiency of the individual sport federation and associations and those factors that impact on the task-level efficiency of individual sport managers. Such a decomposition basically is heuristic as it only indicates proximate and not the ultimate sources of sport marketing and management efficiency.