THE SIGNIFICANCE OF THE CONCEPTS OF SPORTS MANAGEMENT AND SPORTS MARKETING IN FIGURE SKATING

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Annotation

Sports management and sports marketing play a crucial role in the successful management and development of sports today. This article analyzes the fundamental principles of sports management, the governance of sports organizations, and the impact of marketing strategies on the development of sports.

Annotatsiya

Sport menejmenti va sport marketingi bugungi kunda sportning muvaffaqiyatli boshqarilishi va rivojlanishida hal qiluvchi ahamiyatga ega. Ushbu maqolada sport menejmentining asosiy prinsiplari, sport tashkilotlarining boshqarilishi, hamda marketing strategiyalarining sportni rivojlantirishga ta'siri tahlil qilinadi.

Key words

Sports management, sports marketing, sports administration, brand building, sports organizations, marketing strategies, management, sports economics, global sports market.

Kalit so'zlar

Sport menejmenti, sport marketingi, sportni boshqarish, brend yaratish, sport tashkilotlari, marketing strategiyalari, boshqaruv, sport iqtisodiyoti, global sport bozori.

Relevance: Sports management is not limited to technical skills alone; it also requires creative and strategic approaches. In the context of figure skating, the integration of sports management and marketing enables sports organizations, clubs, and teams to build their brands and operate successfully within the global sports market. Furthermore, the economic aspects of sports management and the promotional strategies employed in sports marketing create new opportunities within the sector and foster stronger connections with audiences. As with all sports, an analysis of the global economy and industry surrounding figure skating highlights the critical role of sports marketing. Through the application of sound management strategies and effective marketing approaches, sports organizations can achieve greater stability and success. This encompasses all facets of sports management, including engagement with the public, the generation of financial revenue, and involvement with the media and advertising industries.

1. Sports management encompasses the management of sports organizations, supporting the development of athletes, establishing strategic partnerships between teams and organizations, and managing the social and economic outcomes of sports. The core principles of management include the following:

a) **Strategic planning:** Sports organizations need to develop long-term strategies to carry out their activities successfully. This process often includes developing the team's technical skills, ensuring financial stability, and strengthening the brand.

b) **Financial Management:** Financial strategies play a crucial role in managing the economic activities of sports clubs. This includes sponsorship

agreements, advertising, championships, and other commercial revenue streams. Additionally, funds are attracted from both the private and public sectors.

c) Personnel management: Effective management supports the professional development of athletes and strengthens their physical and mental health. Management works with coaches, psychologists, and other specialists, taking into account the individual needs of each athlete.

2. Sports marketing is a set of activities carried out to create a sports brand and introduce it to the public. The following factors are important when developing marketing strategies:

a) **Brand creation and development:** Creating a sports brand involves developing the identity of a sports organization or club. The successful development of a brand must align with the athletes' goals and the organization's overall strategy.

b) **Sponsorship and partnerships:** Sponsorship and partnerships constitute the most important part of sports marketing. Organizations and sports teams establish effective partnerships to introduce sports to the public and attract financial resources.

c) **Digital marketing and social media:** New methods of sports marketing are emerging through digital platforms. Advertising campaigns conducted via social media, online marketing, and interactive content enhance the popularity of sports organizations.

d) **Connections with other disciplines:** Sports marketing focuses on strengthening relationships with fan clubs and developing ties with them. This encompasses ticket sales, special promotions, and marketing strategies that cover all aspects of a club's activities.

3. When examining the interplay between sports management and marketing, it becomes clear that the relationship is highly significant. The primary objective of effective management is the sustainable development of

sports organizations, while sports marketing provides the economic foundation for this development. Furthermore, marketing offers direction to sports management and assists in the creation of new strategies. The synergistic connection between these two fields ensures the successful management of sports organizations and facilitates their growth on a global scale.

Conclusion

The core principles of sports management and effective approaches to sports marketing help strengthen sports brands, build relationships with audiences, and promote the popularization of sports. In the future, sports management and marketing will continue to evolve through the use of digital technologies and innovative marketing strategies. To further expand the activities of figure skaters, it is also important for coaches to showcase their training sessions on widely used social media platforms.

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