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MARKETING U SPORTU

Marketing kao koncepcija ili poslovna filozofija nastao je sredinom prošloga veka i od tada se usavršava uglavnom u zapadnim društvenim sistemima, a u poslednje vreme se primenjuje i proučava skoro u celom svetu. Prema ekonomskom leksikonu (Beograd 1975.) marketing je kovanica anglo-saksonskog porekla koja znači „stavljanje na tržište”. Psihologija marketinga je (prema psihološkom rečniku D. Krstića 1988. str 316) grana primenjene psihologije koja se bavi ponudom i potražnjom kao psihološkim fenomenom na tržištu. Sport je područje ljudskog delovanja u okviru koga marketing zauzima značajno mesto jer su mnogi sportski događaji masovne medijske manifestacije najvišeg ranga u isto vreme. Broj gledalaca koji posredstvom televizije prate sportske događaje dostiže milionske brojeve tako da sportski događaji postaju sve više instrumenti komunikacije između samih aktera i ogromne mase navijač tj. potrošača. Ova činjenica omogućava uspostavljanje brojnih relacija psihološkog, sociološkog i naročito marketinškog karaktera.

Ključne reči: marketing, psihologija marketinga, sportski događaj, sportska organizacija

SPORTS MARKETING

Marketing as a conception or business philosophy has its roots in the middle of the last century and from then on has been improving mainly in the western social systems and recently it has been applied and studied almost worldwide. According to the economy lexicon (Belgrade 1975) marketing is a derivative word of the Anglo-Saxon origin which means "placing onto the market". Psychology of marketing is (according to the psychology dictionary of D. Krstic 1988, page 316) a branch of the applied psychology which is dealing with the offer and demand as a psychological phenomenon on the market. Sport is an area of human dealings within which marketing takes up a significant place because many sports events

represent mass media manifestations of the highest rank at the same time. The number of spectators who are following through TV the sports events is reaching million figures thus the sports events are becoming more and more the instruments of the communication between the actors themselves and the huge mass of the cheers i.e. consumers. This fact enables the establishment of numerous relations psychological, sociological, and especially marketing ones.

Keywords: marketing, psychology of marketing, sports event, sports organization