

INSTITUTIONAL BASIS OF MARKETING MANAGEMENT CONCEPT SPORTS IN UKRAINE

Reforming of the social sphere has led to necessity of searching new approaches and tools that would be useful in the formation of market relations between institutional agents of sports industry. The classic marketing tool is a marketing management concept that has proven its effectiveness in economic competition.

Unfortunately, a lot of marketing tools widely used in activities of the foreign sports federations and sports clubs, is not involved in Ukrainian sports, and often are beyond the attention of sports managers. Total, albeit modest funding, is a deterrent for attracting finance from variety sources: the sponsors, partners, co-organizers, the participants, the sale of broadcast rights, capital markets, etc. This is the paradox of sports in Ukraine.

Sports federations exist in a certain frame of reference and relationships. It gives it a new impetus to the development and promotion of the products, outlines the target audiences of these products, helps to build effective communication.

At the same time in terms of the institutional model based on the principles of self-organization, self-regulation and autonomy, the Sports Club is basis of the sports economy.

The basis of the functional model of the sports club activities is the relationship between the sports club and its customers - athletes. Relations between them are based on a different institutional framework, which are prerequisites for using of the classical marketing tools in the club activities.

Using of marketing approaches and tools will enhance the effectiveness of sports clubs and federations activities as the major institutional elements of sports industry. Development of marketing management in the context of the institutional transformation of the Ukrainian sports industry will increase the competitiveness of the national sport at the micro, meso and macro levels.