

An Analysis on Strategic Market Planning To the Athletic Recreation Program

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Abstract – Promoting revolves around the customer and the goal is attracting and satisfying them. By then, the goal and objective of showcasing are to satisfy customers, make sense of what they need, what they are searching for and pitch it to them with benefit. By the day's end, to offer the indisputable or indistinct thing in the given spot at the perfect time, with the proper expense and using the mastery people for finishing organization frames in the mind boggling execution which client foreseen.

Keywords: Sport, Physical Training, Physical Action

1. INTRODUCTION

Sports Marketing benefits by the noticeable quality of recreations. Sports advertisers examine the economics and utilization affinities for fans to get more salaries on the things customer's fans get or buy the extraordinary as well as administrations related to recreations. The esteem fans are glad to shoulder the expense of for a ticket depends on the rise of the market, the national (or worldwide) noteworthiness of the match, the capacity of the included players, and the challenge associated with the gathering or rivalry. Fans are normally acquiring gathering recognized dress or hardware and for the costs of sustenance and travel to and from a match. The target of Sports Marketing is to apply, by then appropriate showcasing mix to achieve customers fans address their issues while giving a salary .In rundown, promoting driven techniques enable to the game to respond better to the fans/customers' needs and to achieve essentially more fans.

Sports showcasing are a subdivision of advertising which centers both around the advancement of games and groups just as the advancement of different items and administrations through games and sports crews. It is an administration where the component advanced can be a physical item or a brand name. The objective is to give the customer techniques to elevate sports or to advance some other item, administration, business or cause through games. Sports advertising are likewise intended to address the issues and needs of the buyers through trade forms. These procedures pursue the customary four "P's" of general showcasing Product, Price, Promotion and Place; another four "P's" are added to sports advertising, identifying with the reality sports

are viewed as an administration. The extra 4 P's are: Planning, Packaging, Positioning and Perception. The expansion of the four additional components is known as the "sports advertising blend."

Sports showcasing is a component of games advancement which includes a wide assortment of divisions of the games business, including broadcasting, publicizing, online life, computerized stages, ticket deals, and network relations.

2. LITERATURE REVIEW

Clark (2011), in game, promoting has been acknowledged that the main kind of observing the games club, preoccupations and players have changed the exchange technique and the association between diversions club and fans, since the customer needs perspective requires considered. Unquestionably, the amusements advertiser must perceive what needs and needs are being satisfied through the exchange technique with fans. For this circumstance, the methodology of exchange as the show of a fan getting a perfect thing matches, events, activities, things, etc. From a recreations club by offering something energy, essentialness, energy, enthusiasm and cash consequently. As such, understanding likes a customer is the primary test; and recognizing their necessities of various pieces of fans is another test characteristic in the early time of the advertising strategy. As shown by Collignon & Sultan (2014) and KPMG Report (2014), getting this data and information will allow the diversions extraordinary and also organization focal points to be prepared and imparted in order to choose a particular recreations club arranging.

Having described the mix of the extraordinary similarly as organization credits in association with necessities and requirements, the amusements advertiser continues ahead the (third)step of the technique the exchange. Sports club should design an appropriated promoting mix to impact client fans to verify their favorable circumstances, by techniques cooperation or venture. Regardless, in relating to the showcasing mix, it comprehends that the principle standard four Ps are incipient when a thing is, extremely, an organization; at that point nine Ps are progressively appropriate. In this way, game and advertising, in a couple of occasions, are so far getting the chance to be familiarize to each other. Since the 1970s, most recreations boss did not understand that the limit of advertising was significant (Ratten, 2016). Nonetheless, as the amusements perspective got continuously forceful, sports executives started to suit their reasoning. A few games club have now made showcasing parts and various humbler recreations clubs are opening to use promoting aptitudes to manage the get ideal position of advertising in the arranging methodology (The Future of Sports, 2015).

The game has swung in to be fervor and budgetary accomplishment in getting the chance to be love central part in game. The amusements business has in like manner ended up being logically more customer arranged.

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Prior to watching out for what, a Sports Marketing Plan encompasses, it is valuable to approach the structure progressive of Sports Marketing thought. There are four measurements, which need be considered. At the most fundamental dimension, Sports Marketing handles a general thinking or a ton

of feelings about showcasing execution in an association. It isn't simply recreations advertisers and showcasing division of diversions component that are skilled for promoting activities and techniques. Showcasing thinking strategies putting the prerequisites and requirements of a customer fanin the point of convergence of the essential initiative (Silva &Mazzon, 2016), It is appropriate to join that the necessities of the client fans must enhancement the objectives of the amusements components. In business, the objective is for the most part to winor attract astuteness in regards to the amusements substance. Advertising guidelines incorporate creating a triumph win exchange process forboth the diversions club and customer fans; anyway it comprehends that no one will win if customer fans' longing isn't accomplished (Blumrodt, Desbordes & Bodin, 2013).

At a second measurement, Sports Marketing incorporates frames and moreover steps. It is a strategy since it requires a few exercises similarly as stages, required to find openings, devise a framework, plan the procedures, and complete and assess a Sports Marketing Plan. These methods are a common property of Sports Marketing and feature athe helper framework. At the third measurement, Sports Marketing has been portrayed as a ton of principles, since it embraces thoughts that provide express guidance to those undertaking Sports Marketing errands. In various words, standards hope to provide clear guidance as for how the system of Sports Marketing can be used by and by.

At last, at the most operational measurement, Sports Marketing realizes the genius of mechanical assemblies, which are expository gadgets and given activities associated in ordinary practices. By then, Sports Marketing may be laid out as a theory reliant on some business methods which incorporate a couple of techniques, a great deal of general rules and guidelines similarly as instruments for administering customer relationship (Mastermann, 2004; Maltese & Danglade, 2014).In solicitation to help to "craftsmanship" of Sports Marketing similarly as comprehend new opportunities to grasp new developments and courses of action in the game field, these makers propose a Sports Marketing Plan framework, for understanding the very much arranged required to set up game things, organizations and events in view to respond the sport customer-fans' cases similar to capable, practical and advertising presentation from a diversions club. This structure has a couple of methodology which are assembled into three measurements: (I) finding: whose work is a lot of exercises to research, accumulate and explore data from external and internal circumstances, factors which influencing the fan's direct and SWOT (Strong, Weakness, Opportunity and Threat) examinations to end the genuine circumstance; (ii) Fans: it incorporates the destinations and objects of promoting plan, picking and portraying the objective client fans swarm and arranging the regard position and brand available, which it will deal with the Sports

Marketing philosophies; (iii) Sports Marketing Mix: the mechanical assemblies that will give and ensure frameworks to quantify, examination and asses of results similarly as sponsorship and accessories, in which they will bolster, create and collaborate to the level of the recreations club gathering (Mastermann, 2004; Shilbury, 2009).

The fundamental strategy is the mission of Sports Marketing Plan. A mission statement depicts heading for the games club, choosing and clearing up its significance and clarification behind nearness. To be unique similarly as single, confirmation clarification should especially answer "What is our market plan?". The mission statement must be clear and brief in view to help produce good judgment about the reason similarly as guide essential initiative and assets dissemination later on. In this sense, the mission statement of the Sports Marketing Plan must include: noting the energy of the recreations club; showing the necessities that the diversions club's consideration on; uniting the estimations of sponsorship; delineating and recognizing the advantage of the amusements club; introducing the certified target and example of amusements club in whole deal; and describing the diversions club yearns for in the long term. Along these lines, the ground-breaking mission of recreations club requires a great deal of parts: (I) imperative reason, a ton of diversions goals of advantages structured by game advertisers; (ii) affiliation gauges, pushing toward great and good issues to toward the Sports Marketing Plan; (iii) significant abilities, conveying fulfilment; (iv) target segment, through a few exercises and techniques customer fan masterminded; (v) arranging, the image related to focal points of amusements club. Hence, the mission statement is an impression of key vision (Silva & Mazzon, 2016). The second and third systems insinuate outside and inside condition. Silva & Mazzon (2016) express that the natural segments (or factors) requiring thought, which are the forces that impact sports club indirectly. Such powers effect and impact of the diversions advertisers' essential authority in towards to configuration, create and keep up promoting practices made a beeline for the proposed intrigue gathering. Outside condition contains most distant factors of the amusements club, which are addressed by development, measurement and social examples, monetary issues, political establishment, trademark and sensible concerns. Inside condition is closest factors, such: assets, abilities, point of confinement of giving organizations, customer arranged culture of the amusements club, offices execution, suppliers and re-appropriating, sponsorships, promoting channels (motivation behind offer, money related organizations, correspondence associations) and publics. Sports advertisers have chances to associate, handle and take a couple of decisions in inside condition. Having significant finding out about outside and inside situations other than business sectors look at contemplate wearing advertisers reduce risks inescapable with reason to

improve gainful and amazing related to strategies and essential authority supervised for game advertisers, in view to address answer for customer fans. The fourth methodology incorporates the amusements club competition, in light of Porter's forceful forces model. For Mastermann (2004), Shilbury (2009) and Kosik (2011), Porter's model delineates five powers that sport advertisers should review while investigating competition and the drawing in quality orchestrated a recreations club: (I) power of competition between existing diversions clubs for winning an affiliation; (ii) wrangling force of buyers suggest process to bargain things, organizations and events to fans, spectators, people, underpins, etc; (iii) perils of substitute items infers other sort of thing, organizations or events from contenders (at same domain or not) which tended to the same issues or play out comparable limits on customer see, as film, theatre displays, music appear, etc; (iv) trading force of suppliers address the arrangement strategy to enroll new capacity players and sponsorship or associate for organizing, making and selling sports club things, organizations and events; (v) danger of new contestants are various amusements clubs which start to be a bit of the class, at which may change the diversions club position in the sport showcase to the extent ticketing, things, organizations, events and customer fans' potential. Capable leagues for football will be used to layout the congruity of Porter's model. This model in this instance assumes that a first class sports class can be forceful loads of the redirection and unwinding fragments.

Investigating market analyzes and utilizing information systems are the fifth techniques. This stage understands that the advertising research is envisioned for guaranteeing that decisions made in association with promoting plan missions and targets rely upon a totally cognizance of the commercial center. Basically, advertise inspects in amusements club tries to answer six request concerning customers in association with their use of the thing. At first, sports club need to know (I) Who the customers fans are, (ii) Why they buy a specific game thing, (iii) When and (iv) Where they buy the thing or organization, (v) What that usage includes in regards to pre-and post-event activities and (vi) How customers fans use the thing for setting up an all out detail of their profiles (Mastermann, 2004; Shilbury, 2009). Stressed over promoting information structures (MIS), its ability is compiling the information and, by then, planning, dismembering and offering assistance to oversee sports advertisers' for use in essential initiative. Information assembled through market investigate and formed into significant data sets provides the foundation for recreations advertisers to choose showcasing methods. All things considered, the data given by MIS helps sports advertisers refine and develop their amusements, to know where and when to offer them and to what age social affairs and at what times (Ratten & Ratten,

2011; Ratten, 2016). For Fullerton (2007), from data and information from statistical surveying and MIS, Porter's model and outside condition reports are composed and openings and perils examination similarly as from inside condition a strengths and weakness examination. These four variables give certified conditions related to amusements club business and components which sway the customers fans' direct. Consequently, the six technique intends to design a SWOT framework investigation to give a such structure (Rundh & Gottfridsson, 2015): (I) characteristics are resources, capacities or different points of interest in regard to contenders and market; (ii) deficiency are impediment or deficiencies in resources, aptitudes, and abilities that limit a diversions club's amplexness in association with various contenders; (iii) open entryways are the larger positive conditions in a game's space; (iv) threats are greater dismal conditions in a game's domain. Regardless, the SWOT has the limit, not simply, to set up a once-over of elements (see figure 4), but from crossing focuses openings and threats with characteristics and inadequacy expects to develop a great deal of methodology portraying through an action plan, how sports club will oversee new conditions and challenge concerning real and future associations, sport markets and customers fans. Each intersection point conveys something like one framework.

Portraying targets and goals are the fundamental strategy of this second measurement. Sports club destinations to imply a board points that sports clubs try to look for after. Shilbury (2009) presents four destinations to the recreations club, as ensuring money related suitability, expanding support, raising the amount of people and engaging open energy for the game. When in doubt, goals must: be quantifiable; address the execution destinations similarly as the results that the games club needs to achieve in diversions zone; be a manual for look for after the execution or eventual outcomes of recreations; be appropriate; have a time span; be targets sensible; be self-evident; start with an infinitive activity word for conveying a movement; be commonplace to all accomplices inside an amusements club and the zone. Objectives address "what will be done or achieved" in the recreations region, and "how is it will be done" concerning Sports Marketing Mix. In synopsis, the objectives should be portrayed by the contraction SMART: S-Specific, M-Measurable, An Achievable, R-Realistic and T-Timetable. The second and third strategies incorporate picking the reasonable target social affair of individuals and describing the objective clients fans' profile. In recognizing an area, sport advertisers must consider: (I) if a market part sufficiently inadequate to legitimize new showcasing exercises; (ii) if its size and bid similarly as financial resources are quantifiable; (iii) if sports club may get to this bit, and have advantages for methodology it; (iv) if the piece isn't exactly equivalent to other people. By then, target get-together of individuals consolidates picking a section to prepare and convey a specific Sports

Marketing Mix to address customer fan's issues and wants (Fullerton, 2007). By the enormous, five social events of variables are considered for picking an expected intrigue gathering: (I) Geography: relate to an area or area, city gauge, the urban and common zones and zone climate where sports club need to make exercises, including worldwide regions; (ii) Demography: suggests sex, age, pay, instruction level, etc; (iii) Psychographics: revolve around manners, interest and emotions that oversee lead a game thing, organization or event; it might be gotten from customer fan weight decline, major convictions, measurement of congeniality, lifestyle, character type, properties related with a game gathering brand, etc; (iv) Benefits: consider the particular component of favourable circumstances thrill to things and organizations, i.e., a fan may go to a football facilitate not in light of the fact that they like the game, yet in light of the way that a partner is following in.. Thusly, benefits rely upon open entryways for social association in games; (v) Behavioral: insinuates repeat and multifaceted nature of thing or organization usage, i.e., how as often as possible client fan checks out or watches a game. By then, sports club may bunch customers fans introspect to usage structures, general classes are set up including non-customer, light customer, medium customer and heavy user. In any case, it worth referencing that all element of division needs to mull over all variables of customer behaviour assembled from the market and MIS (level 01, for instance, customer's lifestyle, customer's friendliness, client's near and dear life and customer's mind science. Since, these credits sponsorship to sports advertiser characterizing the unequivocally the expected premium gathering of Sports Marketing works out (Yoshida and Dames, 2010; Piipponen, 2011). Positioning is the fourth strategy. Arranging incorporates the showing of making ready to sports club preferences to the intended interest group. The goal is get up to the individual's cerebrum (understanding) and making them considering and reflecting around of possible results of "acquiring" the recreations club benefits. The accentuation on appealing focal points to crush the challenge benefits in their mind. Whatever is unmistakable in the offering of the recreations club ought to be noteworthy and particular motivator all together for the customer to consider the promoting. As to handle, sports advertisers and promoters routinely try to reasonably position their extraordinary just as organization in the mind of an increasingly more dexterous customer. Also, given that customer getting a charge out of is in a predictable state of advancement, the situating procedure demands, impressively more, imaginativeness, responsiveness, and insightfulness. Given that, the amusements commercial center is sopushful and dynamic in association with change, which sports advertisers should see the move just as be deliberately masterminded to answer to it soon (Ferrand & McCarthy, 2009).

THE MARKETING OF SPORTS TEAMS AND EVENTS

As per various creators and associations, the showcasing of games and groups is characterized as "Structuring or building up a 'live' themed movement, event, show, or display a game to advance an item, a group, cause, or association. At the end of the day it tends to be characterized as pursues: The showcasing of games and groups is the advertising procedure which is planned or produced for a "live" action, which has a particular subject. For the most part this sort of methodology is utilized as an approach to advance, show or display various things, for example, a games group, a game relationship among others. There are various occasions that can unmistakably epitomize this idea, for example, the Super Bowl, the Olympic Games, the UEFA Champions League, the World Marathon Majors, and the FIFA World Cup.

Real games brands contend to interface up with the best long distance races on the planet, the test for brilliance in 'running', in what is an authentic exhibit for reinforcing its advertising system to its intended interest group. Adidas, Asics and Nike are separating the market into the 'World Marathon Majors', the worldwide games rivalry made in 2006 that unites the most lofty long distance races on the planet. They are not title but rather specialized patrons, yet these runs are well known and are not to be missed occasions for these brands, which make explicit promoting efforts to one of only a handful couple of rivalries that unites experts and beginners under the equivalent chrono.

The Super Bowl is a case of this idea since it is a gigantic game sorted out by a game affiliation, the NFL, which hopes to advance the occasion, the game, and too the diverse football crews. The occasion is advanced through nearby and national media, and has likewise spread globally. For instance, in Mexico the NFL marked an agreement with Cinemex, a Mexican cinema chain, for the privilege to transmit its amusements in cinemas. This shows the capability of wearing groups and groups to advance the occasion, however the association and groups required to an overall gathering of people.

THE MARKETING OF PRODUCTS THROUGH SPORTS

'Showcasing through games' is an idea that has been utilized since the 1980s, however has expanded in significance over the most recent two decades because of the development and extension that the various kinds of games have appreciated from that point forward. "Promoting through games" it is an advertising technique that can be utilized in games in two unique ways. To begin with, the utilization of advertising and advancement can be brought out through the game or through the games club. In the

principal case, the utilization of showcasing is under duty of the distinctive donning affiliations, while in the second case, the obligation falls on the various games clubs. Thusly, showcasing and advancement through games and through the club include sponsorship, corporate occasions and boxes, authorized product, names and pictures otherwise called "support", publicizing through telecaster, publicizing, for example, publicizing as ground signage/garments/gear publicizing, advancing recreations, advancing utilizing players/club/class or creating 'business openings.' The eccentricity of games is that "sports is the main excitement where, regardless of how frequently you return, you never know the completion." This solitary certainty is utilized by promoting organizations as a bit of leeway: each time the group of onlookers goes to an occasion it will see the commercials over and over, giving a wide scope of chances for the various organizations which work in this field.

CONCLUSION

Sports are as old as human culture itself. It is a foundation, which has its own conventions and qualities. Being a regulated and aggressive movement that includes enthusiastic physical effort or the utilization of relativity complex physical aptitude by people whose interest is roused by a blend of the natural fulfilment related with the action itself and the end the outside remuneration earned through support. Sports contact the lives of various individuals in various ways. It is inescapable as in its spread of all through society. Just in uncommon occasions completes some part of game not speak to nearly everybody.

Entertainment is an essential and widespread human need. Among all people groups and in all phases of history man has discovered outlets for self-articulation and self-awareness in types of entertainment, which have a striking closeness. Entertainment is a typical legacy surprisingly in spite of the fact that its appearance takes differed frames.

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