



### Article Info.

Received: Jua 30, 2020

Accepted: Feb 15, 2020

Published online: Mar 1, 2020

## "A Proposed Strategy for Marketing Fencing Championships- a 2030 Vision"

**Prof. Dr. Mazin Hadi kzar<sup>1</sup>, Asst. Prof.Dr.Dhafer Namoos Khalef<sup>2</sup>**

<sup>1</sup> Al-Mustaqbal university College

<sup>2</sup> Diyalaa Directorate of Education

[MazinKzar@mustaqbal-college.edu.iq](mailto:MazinKzar@mustaqbal-college.edu.iq)

### Abstract

There is no doubt that in order to prepare a strategy for marketing fencing championships, as a future vision until 2030, the strengths and weaknesses of the federation must be analyzed. In addition to identifying the prospective opportunities and threats (risks outside the union). The study adopted the descriptive method, surveying a randomly chosen sample of (30) members and trainers working in the Central Iraqi Fencing Federation. The researcher prepared a questionnaire consists of (28) phrases distributed on two main axes (Where are we now? Where should we be?). The questionnaire was revised, distributed, collected and the data was statistically analyzed and yields the following most important results: Preparing a sport marketing strategy for fencing tournaments is a futuristic vision until 2030. The Iraqi Fencing Federation lacks knowledge of the concept of sports marketing for tournaments according to quality standards, because of the absence of business sponsors that support fencing tournaments. In light of this, the researcher recommends the following: Adopting the proposed sports marketing strategy for fencing tournaments by the Iraqi Central Fencing Federation as a guide for future work to strengthen non-governmental sources in order to finance the Federation's resources and find sponsors by making agreement with some well-known companies. Moreover, establishing a specialized department of sports marketing in the Federation. Besides, adopting a budget for championships marketing.

**Key words:** strategy, championship marketing, fencing sport.



## 1. Introduction

Sport is one of the best and most widespread activities that have characterized human civilizations throughout history which elevated the lives of individuals and groups. Therefore, its growth and development has been linked to the evolution of the progress of societies and peoples. Sport recently witnessed qualitative changes in concepts, systems and performance in economic aspects such as concepts of professionalism, marketing, financing and sports construction, and scientific aspects such as the development of biomechanical and medical theories and training with the growing axis of digital communications and technology in the arts of sports, media and communication in Sports Laws, regulations and regulations in the world of sport have also evolved to protect their enormous investments and ensure fair practice of activities. Sport is a high-end human activity that has its social function, cultural and economic role, and also has a historical depth. (Bahi and Afifi, 2001:7).

Having a clear strategic vision is a cornerstone in building and achieving an effective strategy, as the manager is not able to exercise his leadership role and make strategic decisions in the absence of the concept of the future direction of the activity, which includes many things, including the quality of customer needs that must be satisfied, and the quality of the market center that must be achieved in the face of Competitors and the necessity of formulating the strategic building Crafting Strategic Architecture as a plan to innovate and define future opportunities and what must be made today in order to acquire the means of efficiency necessary to gain a share of future returns in the era of competition for opportunity and consider the strategy a means of development and extension and maximize resources, where the extension reflects a situation in which ambition is greater from resources and changing the principle of fit in the traditional strategy between available resources and potential opportunities for the principle of imbalance Misfit, which is clarified by strategic ambition, relying on filling the gap between ambition and resources by increasing resources, not less Ambitious, as he pointed out, the future must not only be imagined, but must be built. ”(Groay 1994: 101).

Sports marketing is a new process at a time when this matter has taken a great deal in all parts of the world and has reached its maximum extent and has even become one of the basics of sports construction. The marketing concept is that organizations have goals. On the one hand, and in non-profit social aspects on the other hand, and whatever may be, organizations that choose the marketing concept to reach their goals by satisfying the needs of customers by organizing the various activities of it. "(Baker, 1980, P.123).

The mass attendance of sports matches, whether through stadiums, or through television or through other media outlets, newspapers and broadcasts, etc., where he pushed a lot of businessmen and major commercial companies to take advantage of sports, and for the truth, sport has leapfrogged leaps during the last decades in the field of advertising and marketing so the methods varied and the means have evolved Marketing in sports, which had a great impact in the sporting career. Commercial companies have found that the best advertising medium is through sporting events, where they found that the association of commercial products with famous athletes or famous clubs has much more than traditional media.



We find that sport is a profitable industry and an income source in many countries of the world. We point out what a recent statistic of the American Economic Analysis Office mentioned that the annual income for the sports sector compared to other sectors amounts to 212.5 billion US dollars, which is twice the auto sector, and is larger than the public utilities sector and agriculture, and seven times Film and cinema production sector( Darwish, Hassanein ,2004)

Marketing is the most important alternative to achieving self-financing. The marketing concept is a relatively recent idea in the history of exchange relations. It emerged and spread in the United States in the early fifties and then moved to Western Europe with the beginning of the sixties.

In light of the new trend that each institution develop its resources independent of government support and marketing itself depending on what it has the features of public attraction, but there appears to be a problem of not having a good marketing strategy that supports these institutions scientifically and enables them to complete a process for the transition from the government support economy to the development economy Self-esteem and in a manner consistent with achieving the goals for which those institutions were established and the nature and characteristics of society. The marketing of the rights group for sports organizations has appeared at the present time as the magic word that everyone is heading to, and there has been a lot of talk in the circles of sports officials that marketing is the way for clubs and sports organizations to achieve their marketing as well as economic goals in light of the conditions and requirements of globalization where it has become clear that marketing that can and must play an important and major role in the management of sports organizations in general and in particular in civil and governmental sports organizations in light of the decline in government funding. (Shalaby, 2004: 5).

The research significance lies through preparing a marketing strategy for fencing tournaments through the application of the Department of Strategic Marketing Thought, and applying the proposed strategy may help in: Increasing the popularity of fencing sports and increase the financial funding of the Union without relying on government support.

The research problem revolves around the lack of financial ability for the Union to perform its duties optimally. The weak funding led to a decrease in the technical level of the players and consequently the lack of advanced results taking into account that the results of most research confirm the reluctance of young people to practice sports activities due to the lack of financial allocations allocated as well as the lack of sports capabilities. (Al-Muniri and Badawi, 1994: 106).

To solve the problem, the following questions must be answered: What are the strengths of the union and the weaknesses of the union?

What are the positive impacts on the marketing of fencing championships?  
What are the threats that negatively affect the marketing of fencing tournaments?  
What are the achieved policies for the central Iraqi fencing vision, mission and strategy?

The research aims to prepare a strategy for marketing arms tournaments through the following: Analyzing the strengths and weaknesses of the federation.



Discover opportunities and threats (risks outside the union), and set executive policies to achieve the union's proposed vision, mission and strategy.

## **2. Research methodology and field procedures**

### **2.1 Research Methodology**

The researcher used the descriptive method in the survey method to suit the research problem and objectives.

### **2.2 Research community and sample**

The research community included the heads, members and coaches of the sub-federations in the governorates of (Baghdad, Diyala, Basra, Karbala, Muthanna, and Maysan), who are (30) members and coaches, along with the president and members of the Central Iraqi Federation for Fencing, who are (8) members and coaches of the national teams For all groups, whose number is (14), they are accredited by the Federation, and thus their total has become (53) individuals. A sample (12) members and trainers were selected from it, and the main research sample (30) members and trainers was randomly chosen.

### **2.3 Field Research Procedures:**

First: Defining marketing mechanisms for fencing tournaments

By examining the researcher on Iraqi and Arab studies that dealt with sports marketing, including (Othman study, 2007), study (Kazem, 2011), study (Garab, 2010), study (Abdul Ghani, 2017) and study (Garab, 2019), the researcher adopted a form It consisted of the first axis: Where are we now (the internal environment (weaknesses and strengths) and are from (10) phrases and the second axis: Where should we be? The external environment (opportunities and threats) and be from (18) words, being closer to the current study after its adaptation On the Iraqi environment, and the dependence of three alternatives are (very important, important, unimportant) and their degrees (3, 2, 1), respectively. On an appropriate confirmation of the validity of the research tool and its sincerity in measuring what it was designed for, to present this tool in its initial form to a group of experts, specialists in the fields of administration, physical education and fencing, and they numbered (7) experts. To explore their views on the veracity of the phrases, the percentage ranged between (60% - 100%) This indicates the veracity of the questionnaire statements, and the researcher has accepted all the statements that got 60% or more, and to obtain the veracity of the arbitrators.

### **2.4 The pilot study:**

The form was presented to a survey sample of (12) members and trainers, for the period from 16 to 23/11/2019. Without the research sample for the purpose of knowing the appropriateness and clarity of the form statements and to clarify ambiguous phrases, and to ensure the stability and sincerity of the forms, and after applying the questionnaire to the survey sample, make sure to the researcher an appropriate and clear questions for the research sample.

### **2.5 Implementing the pilot study**

The questionnaire was applied in its final form to the individuals of the main sample, and the researcher did this from 12/1 to 21/12/2019. After collecting the forms, the data was emptied into special forms and recorded on the computer for statistical processing.



## 2.6 Statistical treatments

The researcher used weighted mean and relative weight in processing the evidence and obtaining the results.

## 3. Presenting and interpreting the results:

### 3.1 Presentation of the results of the first axis:

Where are we now? (The internal environment (strengths and weaknesses)) and their analysis

**Table (1) shows the weighted mean and the relative weight of the weak points**

Ranking	N.	Phrases	Weighted mean	Relative weight
3	1	Fencing is not practiced in schools like all other sports.	2.83	94.44%
4	2	The number of coaches for this sport is not enough.	2.8	93.33%
1	3	The only source of funding for the Federation is the Iraqi Olympic Committee.	2.97	98.89%
2	4	Not enough funding for the proportion of the Federation to meet its needs.	2.93	97.78%
5	5	There is no marketing in Iraq for any sport except for football.	2.27	75.76%

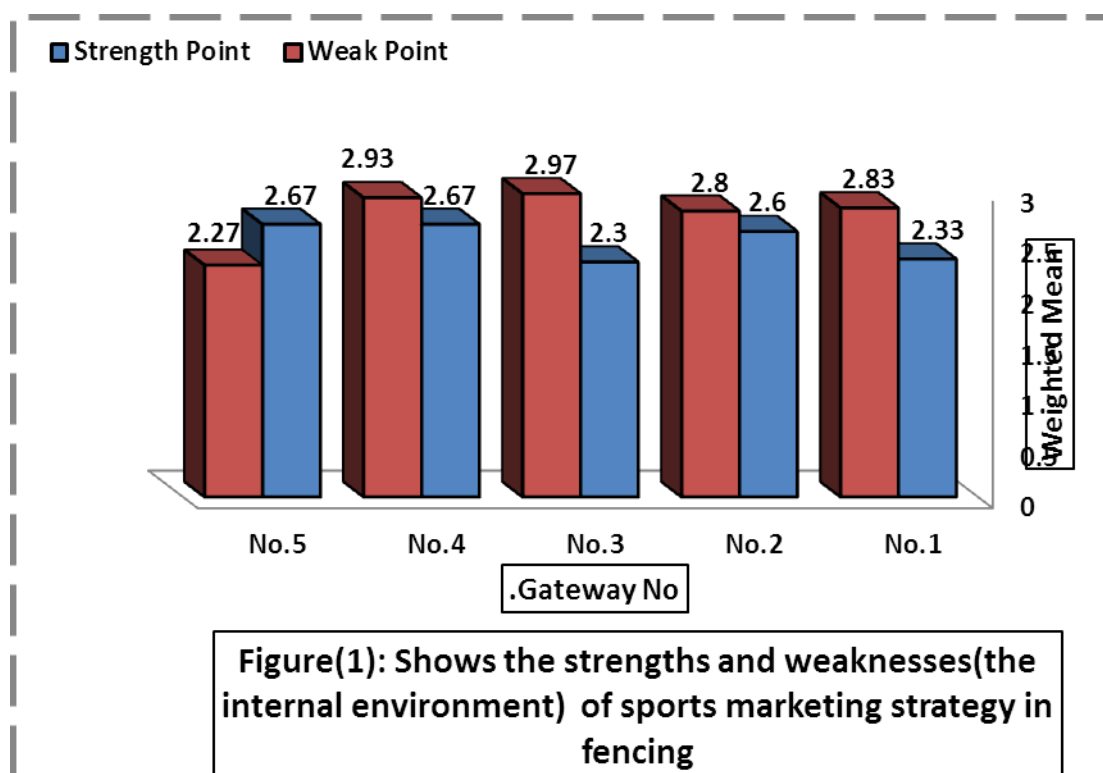




Table (2) shows the weighted mean and the relative weight of the strengths

Ranking	N.	Phrases	Weighted mean	Relative weight
3	1	It is one of the oldest sports federations in Iraq.	2.33	77.78%
2	2	There is a good base for registered players from different categories..	2.6	86.67%
4	3	We have international fencing players.	2.3	76.67%
1	4	The proportion of youth participation in the fencing Cubs reach more young people and the proportion of applicants.	2.67	88.89%
1	5	There is a special fencing federation's website on the public information network.	2.67	88.89%

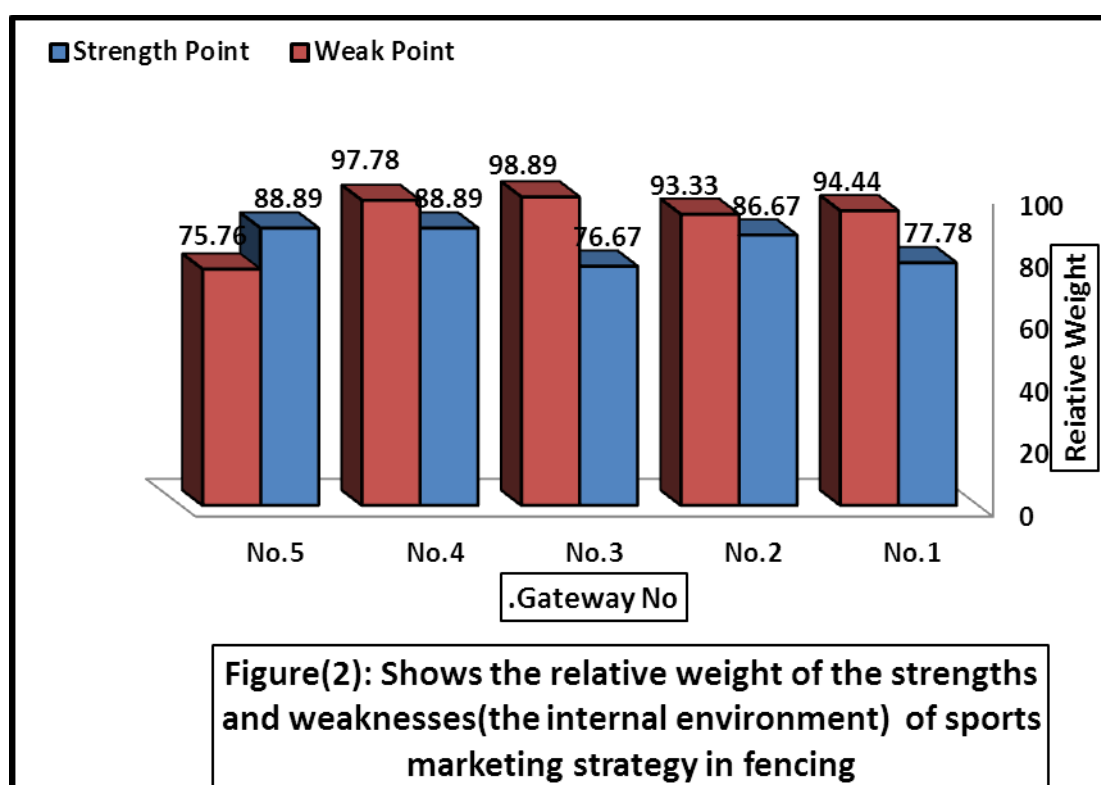


Table 3 shows the weighted mean and relative weight of the threats

Ranking	N.	Phrases	Weighted mean	Relative weight
1	1	There are no sponsorships for sports tournaments except for popular games, fans and media supported.	2.93	%98.89
2	2	There is no material support or basic requirement for a federation to sponsor a championship.	2.9	%96.67
5	3	There are no popular media and public and a broad base for the practice of fencing	2.67	%88.89



Ranking	N.	Phrases	Weighted mean	Relative weight
4	4	Fencing tournaments and matches are not regularly held throughout the year.	2.7	%90
3	5	I cannot contribute to the purchase of fencing tools and tasks.	2.8	%93.33
7	6	The absence of a marketing department as an element of the federation's organizational structure.	2.5	%83.33
8	7	The lack of marketing objectives of the federation	2.43	%81.11
9	8	Many fencing officials leave and neglect their strengths.	2.33	%77.78
6	9	Funding is one of the most important problems facing tournament organization.	2.63	%87.67

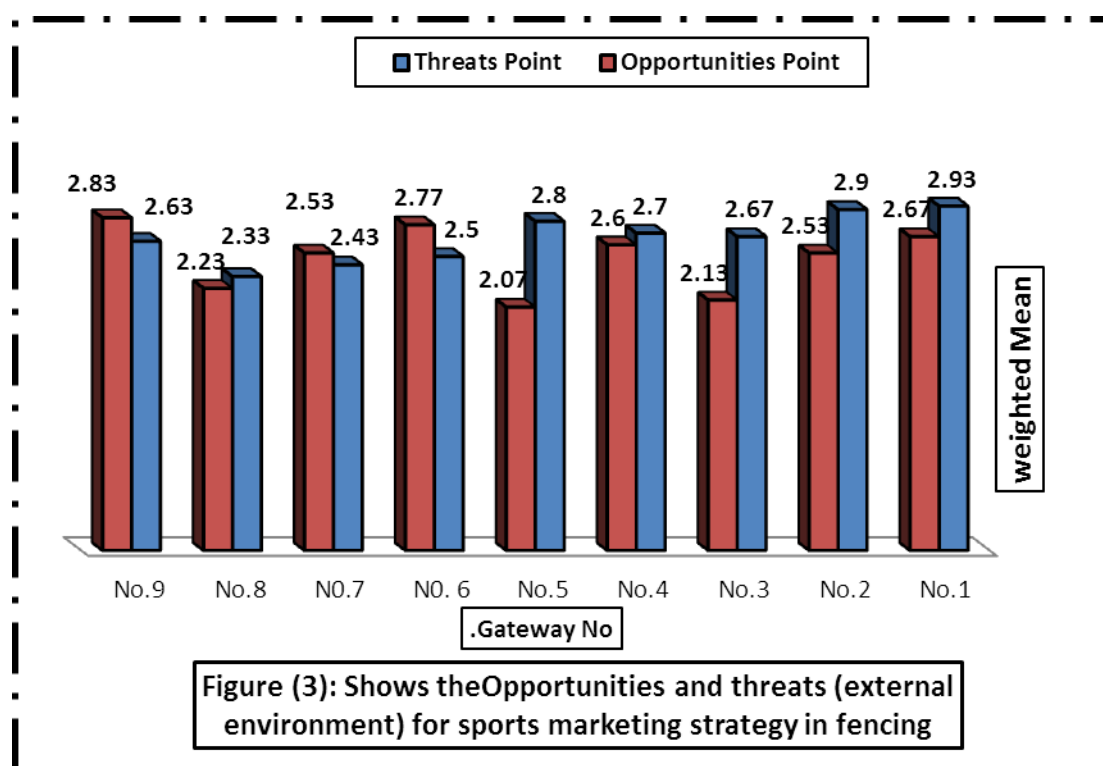


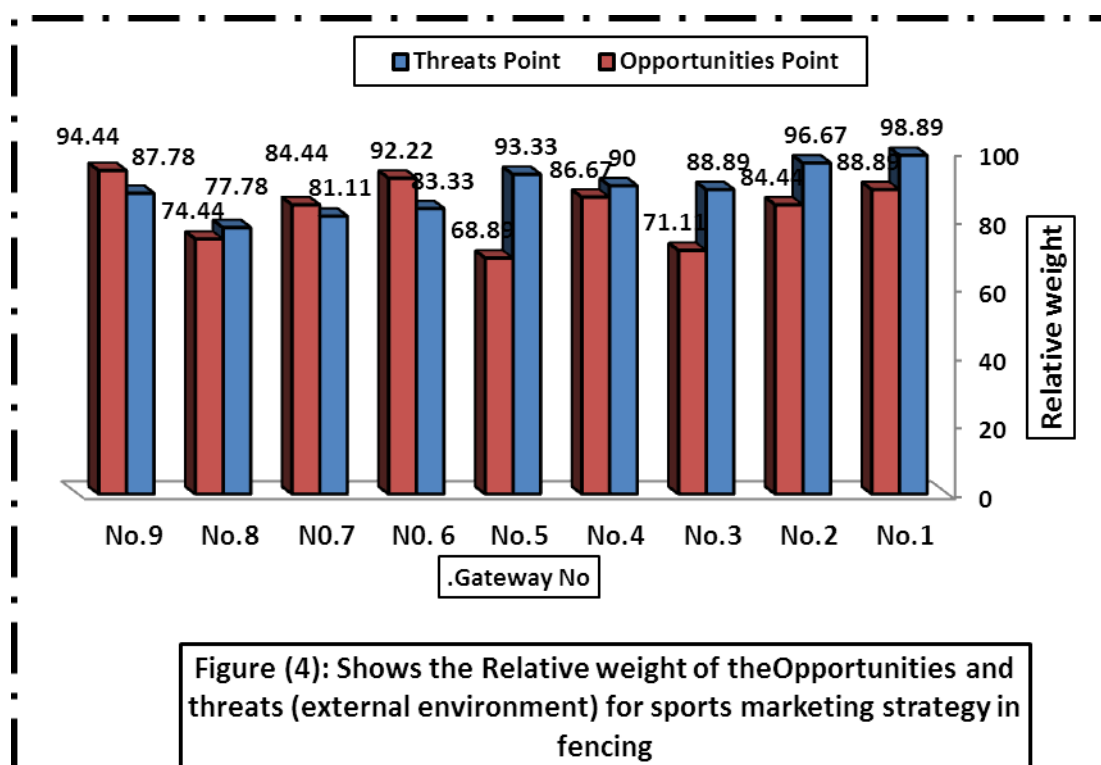
Figure (3): Shows the Opportunities and threats (external environment) for sports marketing strategy in fencing

Table (4) shows the weighted mean and the relative weight of the opportunities

Ranking	N.	Phrases	Weighted mean	Relative weight
3	1	Negotiation is the basis for the success and acceptance of the sponsor of the tournament or the basis for its failure and rejection.	2.67	88.89%
2	2	There is a willingness to sponsor international, world and continental championships.	2.53	84.44%
7	3	The Federation does not exaggerate in	2.13	71.11%



Ranking	N.	Phrases	Weighted mean	Relative weight
		exchange for the limited care and services provided for the sponsor.		
4	4	Exploitation by the Federation History of the game and its championships and heroes in Iraq.	2.6	86.67%
2	5	Create a marketing management for fencing tournaments.	2.77	92.22%
5	6	We can cover the fencing championships in the media to some extent.	2.53	84.44%
8	7	The federation can obtain marketing rights for the tournament logo, players and TV broadcasts.	2.07	68.89%
6	8	The practice of the ancient Iraqis to fencing is a marketing opportunity.	2.23	74.44%
1	9	Satellite channels, especially specialized ones, are considered a customer for sports championships with only 25%.	2.83	94.44%



### 3.2 Interpretation of the results:

The results of Tables (1), (2) and Figures (1) and (2) showed the weighted mean and the relative weight of the elements of the internal environment (strength and weakness), as it is noted that there is a difference and a difference between them, as the weaknesses are more influencing the preparation of the proposed strategy To





market fencing tournaments, in a review of weaknesses, we see that the ranking of phrases in terms of impact ratio is as follows:

First: phrase (3), followed by phrase (4), then phrase (1), then phrase (2), then phrase (5). The researcher believes that the presence of weaknesses or not was caused by the lack of a sound vision about what should be achieved in the future and the absence of the concept of the message among those making decisions, which is a vision in the form of time-series and well-known goals.

As for the strengths, we see, in terms of order and importance, first phrase (4) and phrase (5), followed by phrase (2), then phrase (1), and phrase (3). The researcher believes that the untapped strengths because they are not contained in a pre-established codified marketing strategy whose frameworks and plans and the presence of leadership cadres are academically and professionally qualified to master the methods of implementing the strategies of this strategy.

Tables (3), (4) and Figures (3) and (4) refer to the weighted mean and the relative weight of the elements of the external environment (opportunities and threats), as it is noticed that the threats are more valuable, weighty and impact on the marketing of fencing tournaments than the available opportunities. The arrangement of threats in terms of impact strength is as follows: First: phrase (1), followed by (2), (5), (4), (3), (9), (6) and (7), and (8) respectively. As for the arrangement of phrases of opportunity, they were first: phrase (9), followed by (5), (1), (4), (2), (6), (8), (3), and (7) Respectively.

The researcher believes that it should work to enhance these opportunities to achieve a strategy to market fencing tournaments, and at the same time work hard to reduce the impact of the threats by finding ways and requirements to do so. And that we get to know the union's vision, the federation's mission, its organizing goals for tournaments and the union's marketing goals of organizing the tournaments and fixing clients tournaments

#### **4. Conclusion:**

Through the results, the researcher reached the most important conclusions, which are: Preparing a sports marketing strategy for fencing tournaments, a future vision until 2030. The lack of knowledge of the Iraqi Fencing Federation of the concept of sports marketing for tournaments according to quality standards for the absence of a sponsoring and supportive businessmen component of fencing tournaments. In light of this, the researcher recommends the following: Adoption of the proposed sports marketing strategy for fencing tournaments by the Iraqi Central Fencing Federation as a guide for future work to strengthen non-governmental sources to finance the Federation's resources and find sponsors in agreement with some well-known companies. And find a specialized department in sports marketing in the Federation. Adopting a budget for marketing championships.



## References

1. Bahi, Mostafa Hussein, and Afifi, Mohamed Metwally (2001); Psychology of Sports Administration, 2nd edition, Cairo, Al Kata Publishing Center
2. Darwish, Kamal Al-Din Abdel-Rahman, and Hassanein, Mohamed Sobhi (2004); Encyclopedia of Sport Management vectors at the dawn of the new century, Part 3. Marketing and modern communications, and the dynamics of human performance, in Sports Administration, Cairo, Dar Al-Fikr Al-Arabi
3. Shalaby, Saad Ahmed (2004); Fundamentals of Sports Marketing, under publication, Mansoura
4. Othman, Ahmed Rashadd Muhammad (2007): A proposed strategy for marketing fencing tournaments, unpublished Majchter thesis, College of Physical Education for Boys, University of Benha. Attia, Bakry Taha (1977); introduction to descriptive and analytical marketing, not shown by the publisher.
5. Ghorab, Ibrahim Ali (2010): The reality of sports marketing in sports institutions. The case of Yemeni sports institutions and federations, Master's thesis published, Institute of Physical and Sports Education, University of Algeria. Crow, Ibrahim Ali (2019); Sports Marketing Strategies and Their Impact on Improving Performance of Sports Institutions - The Case of Yemeni Sports Federations, PhD thesis, Institute of Physical and Sports Education, Abdul Hamid bin Badis University.
6. Abdelghani, Harbaji (2017): The Reality and Prospects of Sports Marketing in Algerian Sports Authorities - Case Study of Sports Clubs for Football, Master Thesis, Faculty of Economic, Commercial and Management Sciences, Setif University 1.
7. Kazem, Mahdi Hashem (2012); Measuring Strategic Planning for Sports Marketing in Football, Unpublished Master Thesis, College of Physical Education, University of Basra.
8. Al-Muniri, Halim, and Badawi, Issam (1994); Management in the Sports Field - Part Two, Cairo, Academic Library.
9. Baker, M.(1980); Macmillan Dictionary of Marketing and Advertising , 2<sup>nd</sup>, Macmillan, England.
10. Groay. Hamel & C.K. Parahalod, (1994); Competing for the Future Break Through Strategies for seizing control of your industry and creating the Markets of tomorrow, Havard business School Press, Poston, 1994.

