Abstract
An organization exists for a certain purpose, to produce cars, to borrow money, to offer shelter during the night. The mission or its certain purpose is clear from the beginning. In time, the organization leaders might lose interest in their mission or the mission may become irrelevant on a permanently changing market, or it is possible for the mission to become unclear while the organization is developing different products and launches on new markets.
The organization’s mission is defined by five distinctive elements. The first one is its history. Every organization has a goal, politics and achievements history. The second element is represented by the actual preferences of the leaders. In the third place, the market conjunction has an important influence. In the fourth place, based on its resources, the organization decides which of its missions are the best and most likely achievable. In the fifth place, it needs to take into account its specific abilities and in this way to establish the mission.
All organizations make declarations regarding their missions, which are transmitted to the leaders, to employees, and of course to the clients and other public organizations. The declaration of intent should determine all employees to act individually and together for reaching the organization’s goals.
The missions are accomplished when they are guided by a vision that represent the essence of being and which is very difficult to achieve.

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1. Specific features of the sportive marketing

Sport has been sold for centuries, the sportsman attribute, the sponsor viewer; the sportscaster – with other connotations and sometimes with other nomenclatures – existed since the Ancient Olympic Games. However, only in the last decades the problem of a national system rose up. This system deals with the marketing approach of the complex relationship between sport consumers on one hand and products, events and sport services on the other hand.

Based on the Philip Kotler’s marketing definition, “Marketing is the human activity oriented in the direction of satisfying the needs of sport consumers through exchange processes”, B.I. Mullin and W. Sutton define sportive marketing as “The sum of the activities that must respond to the sport consumer’s needs and wishes through exchange processes”.

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Nowadays, specialty literature records more than one definition for sportive marketing, reflecting the conceptual evolution of different national marketing schools or sportive organizations.

The diversity of the sport industry and sport’s phenomenon has lead to the delimitation of two major branches in the sportive marketing:

- The sportive marketing of sportive products and services;
- Marketing through sport – uses sport for promoting other kinds of goods, services or ideas. No matter the sportive marketing typology, the present or future specializations, its essential features are determined by the unique character of sport as a commercial product, by the complexity of consumers and their sport participation and by the distinctive industry and sport market.

2. The mission of sportive activity at the Economic Studies Academy (A.S.E.) Bucharest

An organization exists for a certain purpose, to produce cars, to borrow money, to offer shelter during the night. The mission or its certain purpose is clear from the beginning. In time, the organization leaders might lose interest in their mission or the mission may become irrelevant on a permanently changing market, or it is possible for the mission to become unclear while the organization is developing different products and launches on new markets.

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The declaration on the organization mission must offer it a vision and an action direction on long term (10 – 20 years).

The Economic Studies Academy of Bucharest (ASE) market includes also, sportive activities that are quite diversified, beginning with the physical education lesson, mandatory for the first and second grade students, the performance sports teams, participating in university championships, optional activities for all students.
The target of the sportive activities in ASE Bucharest is represented by the consolidation of the university’s prestige among the young candidates and involving them in our education system; also by the evolution of competitive sport and using the sportive activities as a competitive advantage in front of similar teaching units.

As a result, we want to deliver a graduate equipped with physic, psychic and competitive skills, who could face all the actual requests of the United European labor market and also who could face the harsh competition.

3. The Economic Studies Academy of Bucharest (ASE) professional structure

The particularity of the marketing function is suitable reflected in the organizational structure, and the basic activities are: choosing information, direct contact with the clients, creating and delivering services, adjusting supply and demand.

The basic organizational structure can be suitable adopted for concrete situations in which the services companies are in charge.

Teaching institutions, in this case ASE Bucharest, behave like services companies, and the organizational structure can be properly adopted for concrete situations in which the services companies are in charge.

At high management level, some of the attributes are included in the market coordinator position, in our case, in the leaders of the teaching unit (ASE Bucharest).

- It has the role to synchronize the actions and the decisions that are going to be transmitted to the operative, collective units and to the unit’s department of marketing orientation.
- It has the responsibility to insert into the operative units the traditional and interactive marketing.
- It has to accomplish the following programs: the general frame, fulfilling the public actions and the assistance of the low levels managers in operating their own programs.

At the operative and collective links level, departments, teams and sportsmen levels, the organization must reflect the marketing orientation, having in charge the interactive marketing activities.

Like in the big institutions, inside the organizational structure of the teaching units, a professional compartment of public relationships must be established. This comes after the maintenance and the improvement of the preferential relationship with the clients, in this case, college education units, other university units inside and outside the country. In our opinion, the education units must function like the strategic activity units (SAU).
In addition, the department of physical education and sport from Bucharest Academy of Economic Studies could function like an SAU department.

The purpose of the recognition of the strategic units of an organization’s activity consists in establishing strategic aims for each unit and establishment of the fund allocation process.

The marketing strategy must be revealed in marketing programs. This comes to accomplishment through adopting decisions regarding the level of marketing expenditure, the marketing mix and the marketing funds destinations.

Likewise, the organization must agree on the marketing budget that will be divided to the different marketing mix elements (product, price, distribution, promotion).

The last step of the marketing activity consists in the organization of marketing resources and of the implementation and control of a marketing plan; in this case it belongs to a higher management level, to the leaders. In addition, the profitability control consists of evaluation of products profitability, consumers’ category and ways of distribution.

The organization must adapt to a microeconomic environment (providers, competitors, public organizations), and to a macroeconomic environment (demographic, economic, politic, juridical, technologic, natural, social and cultural factors).

4. Institutional Behavior

4.1 Sportive activity’s motivation

At an institutional level, an efficient and functional strategy of marketing must be implemented, found and applied by the leaders of the education units (ASE Bucharest), dean’s office physical and sport education department. This strategy should attract young candidates who should be motivated to take up sportive activities, making them aware of its mental and physical benefits in this harsh competitive environment and after graduation when they will deal with a 10-12 hours working program. This is meant to promote the image of the educational unit, sports materials owned by the academy and the experts of the physics and sport education department.

In addition, it is necessary to inoculate students with a proud attitude, both during the studies period and afterwards, by organizing student competitions, continuing the meetings after graduation, issuing the jubilee plaques, using some symbols, imprinting the name and the emblem on different advertising materials (pens, trinkets).

In addition, the motivations for sportive activities could be increased by sportive scholarships given by leaders for representing with honor the university and promote its image.
The central purpose of the Academy’s leaders must be the constitution and the consolidation of a positive and consistent image, the affirmation of its prestige and the assurance of information for future students and potential clients. Advertising has a special advantage by using brochures and catalogs, to underline the particularly of the education unit, free advertising, public relationships and the usage of the Academy’s emblem.

4.2 Internal competitions

One strategic mean to attract young students and to motivate them into sportive activities, is organizing internal competitions.

These competitions should include a larger number of students and are meant to teach the young people the combat spirit, win desire, spirit of sacrifice, all in the fair play spirit, to train them for live, building teamwork habit.

4.3 Signing in competition outside the institution

In order to build a real and positive image of the Economic Studies Academy the representative teams have an important contribution by representing it into university competitions.

The participation in international sportive competitions, between European economic universities, has a great role in promoting the Academy’s image.

4.4 The collaboration between internal structures of the organization

A first fact to keep in mind is the collaboration between ASE’s Bucharest leadership, superior management and economic high schools, so as the graduates of these units could be lead to ASE Bucharest. A partnership could be made between the economic high schools and ASE Bucharest.

This could be achieved through supporting the education units, and in this way, the Academy could have a constant number of candidates.

A second fact to be considered is the collaboration between the Academy’s leadership unit and other operative units (dean’s offices, department and collective).

Collaboration between these structures should be perfect for fulfilling the purposes of economy using the general strategy of ASE Bucharest. These purposes are to attract more candidates to the Academy and to promote its image. The final strategic objective is the graduated gifted with physic and physical qualities and with a good training.

A third fact is the collaboration between ASE Bucharest and economic agents. In this case, a partnership could also be made between the Academy and economic agents - these supporting the unit by different means (money, equipment), and
Academy offering the final product which is represented by good trained graduates, that will increase the economic agent’s benefits with their performance.

5. Strategies applicable in university physical education and sport domain

The existence of ASE Bucharest strategies at a functional level could define a marketing function considering there are sufficient and consistent sports activities (a branch of student activity).

Although there is a diversity of possible strategies, Michel Porter’s pattern includes all the strategies under three types:

- The strategy of lowering total costs
- The differentiation strategy
- The concentration strategy

In Porter’s opinion, organizations that apply the same strategy oriented to the same market or market segment form a strategic group, the higher profits going to the organization more efficient the strategy becomes.

The organization noticed that the application of the most efficient strategy requires finding strategic partners.

Because the strategy represents the way to accomplish the established objectives, ASE’s Bucharest objectives and the university’s objectives are to attract candidates and to realize the final product, a gifted with physical and psychic qualities, well trained graduate. Moreover, this strategy can be materialized by founding in the institution some university sportive clubs. These will have in their structure sections for professionals, at first considering the lower material resources, and afterwards, when there will be more consistent resources, there will be rented more sportive locations and there will be possible the foundation of new sportive sections, less known to the public.

The realizing of University Sports Clubs implies the organization of some very powerful University National Championship that includes a large number of students. The first step in organizing of these championships is the elaboration of an annual plan, with an impeccable organization and with very definite steps. These championships must be made public, to attract candidates and clients to the Academy.

Another way to attract candidates and promoting the Academy’s image is through the type of the organization, the quality of these championships and the first places occupied by the ASE’s Bucharest sportive teams.

The University Sport Clubs can represent the base of the professional sport in the country. At the ASE Bucharest and the physical education and sport department’s level, there must be organized sportive competitions between universities, to stimulate the participation and the integration of students at the sportive sections from the University Sportive Clubs.
The University Sport Club will function with the help of the budget given by the Academy’s leadership and with the support of other companies and organizations. The final product, the graduate of ASE Bucharest, who took part at the sportive sections, must be proud of his achievements and promote the image of the Academy wherever he will be; his name is a free advertising to the Academy.

For example: Mircea Sandu (member of UEFA board), Anghel Iordanescu (Champions League winner), Gheorghe Hagi are some of the graduated students of ASE Bucharest.

In addition, the participation of sportive teams belonging to ASE Bucharest outside the country, in competitions between economic universities from Europe, represents a way of attracting new candidates, potential clients, to inoculate the pride of being part of this team and to promote the Academy image over the country borders.

6. Conclusion

Advertising has a very important place in the promotional politics. Lately, the advertising over the Internet grew. This is a beneficial fact because candidates can access the Internet page of ASE Bucharest and can find out all the information they need. On the internet page, besides general information about the structures, sections of the academy, leadership, material resources, the activities, there are pieces of information about sport activity, the equipment and the locations, the sports that can by practice here, the physical education and sport department.

The advertising for this sector is necessary to be very well conceived and aimed to create a positive image of the ASE Bucharest for the young candidates willing to face competitions.

In addition, a very important purpose in the attraction of the candidates is the capitalization of the gained awards in the sportive competitions. Therefore Internet pages and mass media publish the awards and honors gained by the teams, in order to motivate young people to proudly be part of the sport teams of the ASE Bucharest.

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