

THE SIMILARITIES AND THE DIFFERENCES BETWEEN SPORTS MARKETING AND SPORTS MANAGEMENT

The aim of our research is to tell about sports marketing and to point out the ways it is similar and different from sports management in order to determine the role of each of these areas in modern business.

It is vital to mention that there are a lot of crossovers between sports management and sports marketing, but there also exist some key differences that set them apart. Sports managers are responsible for the organization and administration of teams or sporting events, while sports marketers focus on promoting and selling products or services to consumers. Although the two fields share some common objectives, their strategies and techniques can be quite different. It is important to realize the distinctions between these two disciplines in order to have a clear understanding of each of them, especially if you are interested in pursuing a career in sports.

The term sports marketing is used in so many ways that even professionals within the industry are not aligned in which contexts it should be applied. Now sports marketing is defined as a subpart of general marketing. It is seen as a distinctive branch within marketing because the industry in question has specific characteristics which differ from other markets. To put it in another way sports marketing is a subdivision of general marketing which focuses both on the promotion of sports, sports teams, sports event, athletes or products as well as on the promotion of non-sports related products through athletes and sports events.

There are three distinctive subbranches within sports marketing, each with their own specific goals and approaches: marketing through sports, marketing of sports, grassroots (or mass) sports marketing.

Marketing through sports refers to the use of sporting events, teams and individual athletes to promote non-sports related products. This is basically a synonym of sports sponsorship. When professionals talk about sports marketing, this is the type of sports marketing that is usually referred to. The most popular example here is Red Bull, which is the icon for extreme sports, though the product itself is not sports related. Moreover, many banks or airlines use this approach too.

Marketing of sports is the promotion of businesses in the sports industry. As an example, we can cite the advertising of sports event and sports associations such as the Olympics, La Liga or specific sports teams in particular Barcelona or Manchester United. The goal here is to attract people to this sport, and thus, fan engagement will play a crucial role in achieving business goals.

The last type is the promotion of sports to the public in order to increase sports participation. It is categorized within social marketing, as this benefits the public. The

main objective is to enthuse people and especially kids to get to know the sport, have fun while doing it and to become a regular player. In most countries, this is managed by governmental or non-profit organizations rather than private sector organizations as this doesn't generate as much revenue as other forms of sports marketing.

Sports management is the field of business dealing with sports and recreation. Sports management professionals typically work with a team, facility, or an organization. Some examples include working as a general manager of a professional team, working in player personnel or scouting. Sports managers are responsible for overseeing almost all aspects of an athletic program and need a working knowledge of areas like: public relations, taxation, accounting, law. There are also many opportunities for those with a law degree to work in the sports industry, either as an agent or in team management. A bachelor's degree is typically required for a position in sports management. Sports managers may have a sports management degree, or they may have a degree in a related field like: business, marketing, communications, finance.

Having studied the features of each sphere, we can identify many similarities between sports management and sports marketing. Both disciplines require an understanding of the business of sport, including the role of sponsors, agents, and governing bodies. Both also require an understanding of how to market a team or athlete to the public. Moreover, sports marketing and management share a focus on creating the best possible experience for fans. This includes comprehension what fans wish and how to market to them effectively. Disciplines need to be able to work with other stakeholders, such as sponsors and broadcasters, to ensure that everyone is getting what they want from the relationship. Thus, sports marketing and sports management are important for any organization looking to maximize its impact in the world of sport.

There are a few key differences between sports management and sports marketing. Sports marketing focuses on promoting the sport to the fans and to the public, while sports management focuses on maximizing the result of a team during a game or competition. The objective of sports marketing is usually better engagement with the fans, while the target of sports management is often the better performance of the team or athlete.

Some people may think that sports marketing is all about creating ads and getting people to buy tickets, but there's actually much more to it than that. Sports marketers need to understand not only their target audience but also how to reach them effectively. They also need to be able to create campaigns that will resonate with fans and get them excited about their product.

Meanwhile, sports management is all about creating a successful team. This involves everything from hiring the right coaches and staff to developing strategies for winning games. Sports managers also need to be able to effectively communicate with their team and motivate them to perform at their best.

As a result of our research, we have come to the conclusion that sports marketing and sports management are both vital aspects of professional sports and sport business. Sports marketing is essential to the performance on the field for athletes and teams, ranging from ticket sales to social media, from online PR to sponsorship management. It focuses on creating partnerships and other business deals that help support the team or an athlete. Sports management is responsible for managing all of the administrative and

operational aspects of a sports organization. Sports managers make sure that everything runs smoothly and that everyone is doing their job correctly. Both sports marketing and management are on the rise and represent the future of professional sports, requiring not only a strong interest in sports, but also strong theoretical and practical skills. That's the reason for the growing offer of university courses, masters, and related programs for students and professionals.

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POLICY MEASURES TO COPE WITH TAX COMPLIANCE: BEHAVIORAL DETERMINANTS

The COVID-19 pandemic has had a significant impact on the world economy. In an effort to mitigate this effect governments around the world have taken extraordinary measures and spent huge sums on health care, economic stabilization, and economic incentives such as direct payments and short-term job support. Moreover, the pandemic has globally affected the logic of taxpayers' actions, important behavioral and psychological determinants of tax compliance, such as trust in tax authorities or perceived fairness of the tax system [1]. Taxpayers ultimately have to pay the bills but the extent to which such dramatic changes in the economic environment affect taxpayers' willingness to comply remains unclear.

The aim of the work is to study the peculiarities of behavior and reactions of taxpayers and in particular their certain attitudes towards the trust and power in authority by which we can identify some tax policy measures to improve tax compliance.

The data analysis of the corona crisis and policy measures' effects to combat it might affect different determinants of tax behavior and finally influence tax compliance (table 1. based on an overview of the most important tax policy responses from 120 countries). Three mentioned below dimensions (trust in authority, power of authority and individual traits and situational characteristics) highlight tax compliance.