

Communication Management in Sport Clubs: A Research of Communication Activities of Sport Clubs in Turkish Professional Football Leagues

Hakan Katırcı, Anadolu University, Turkey, hakankatirci@anadolu.edu.tr

Fethi Heper, Anadolu University, Turkey

Keywords: Sport Club, Fan, Communication Management

Abstract

Introduction

Nowadays football is subjected to open market norm and rules like any commercial sector in all over the world (Akşar and Merih, 2006). Football and the marketing activities which are related to football have an important role in sport industry (Argan and Katırcı, 2002). Football market's income is estimated as 225 billion \$ and this economic size converted to football as one of the biggest part in sport industry (Akşar, 2005). Sport clubs and their activities enclose an important part of football market. The sport clubs which aren't have economic and executive orderly arrangement can't transfer their assets to future in football world. In this context, sport clubs must execute methods which have achievement in contemporary business administration and corporate governance.

Sport clubs build up a relation network which is enclose all components of inside and outside environment because of corporate governance necessity and they must execute this relation with contemporary management perception. Sport clubs' inside and outside relations are managed with communication management and/or corporate communication management perspective.

Communication management is defined as communication activity which is established to inform, to persuade or to any other reason for inside and outside environment of organizations (Locker, 1995). Communications management is systematic [planning](#), implementing, monitoring, and revision of all the channels of [communication](#) within an [organization](#), and between organizations. Communication management and/or corporate communication are raised in sport clubs' inside and outside environment relations. In this study corporate communication approach is used for determination of sport clubs' communication facilities and their management.

Corporate communications is the process of facilitating information and knowledge exchanges with internal and external groups and individuals that have a direct relationship with an organization (Goodman, 1998). Corporate communication is defined with different ways from different scholars. (Okay, 2002). In this study corporate communication term is defined with Thomas Glöcker's perspective. Thomas Glöcker defined corporate communication parts as internal communication, corporate advertising, public relations, corporate promotion, direct marketing, sponsorship, exhibition and exposition (Glöcker, 1995).

Method

This study was a descriptive study which was about sport clubs' communication activities and their management perspectives which are contention in Turkish Professional Football Leagues in 2006-2007 football season. Study is carried on with 54 (return: 62.79%, N= 86) sport clubs. In the study, a questionnaire was applied in order to determinate sport clubs' communication facilities and to explain how they manage these facilities. SPSS 12.0 was used to analyze the data. Frequencies, percents, mean scores and standard deviations in descriptive statistics were calculated. Cronbach's alpha coefficients were computed to determine the reliability of the sub-scales. All variable' reliability coefficient is higher than 0.70. In this context, the variables' reliability coefficients are acceptable (Nunnally, 1978). To analyze hypothesis between variables according to study data, Kruskal-Wallis Test, Mann-Whitney U Test and Oneway Anova Test were used.

Results

Table 1. Some Indicators about Sport Clubs Communication Management in Turkey

Activity Year of Communication Department	n	%
0-1 year	6	11,1
2-4 year	12	22,2
5-7 year	4	7,4
8-10 year	3	5,6
11 year and above	1	1,9
Hasn't got a communication department	28	51,9
Budged Share		
%0-5	33	61,1
%6-10	15	27,8
%11-15	6	11,1
The Ownership of Communication Channel		
Television	5	9,3
Radio	2	3,7
Magazine	13	24,1
Newspaper	3	5,6
Web Site	40	74,1

As it was seen in Table 1, sport clubs haven't got (%51.9) a communication department and generally they use 0-5% of total budged for communication activities. Besides, sport clubs generally (74.1%) have a web site ownership. According to the analysis, there was a meaningful difference in existing of communication department in sport clubs according to frequency of applying communication activities. The sport club which has got a communication department applied more communication activities than which hasn't got. Nevermore, there wasn't a meaningful difference between activity year of communication department and communication activities. Also, there wasn't a meaningful difference between communication activities and sport club's organization structure.

Discussions and Conclusions

The findings indicate that sport clubs were generally executing insufficient communication facilities in Turkey. Also the findings indicate that sport club managers were believes (75.9% of sport club manager) that their clubs execute insufficient communication facilities because of cost (48.8% Important and 43.9% Very Important) and know-how (53.7% Important and 22% Very Important).

References

- Akşar, T. (2005). Endüstriyel Futbol. Literatür Yayıncılık: İstanbul.
- Akşar, T. & Merih, K. (2006). Futbol Ekonomisi. Literatür Yayıncılık: İstanbul.
- Argan, M. & Katırcı, H. (2002). Spor Pazarlaması. Nobel Yayın Dağıtım: Ankara.
- Glöcker, T. (1995). Strategische Erfolgspotentiale durch Corporate Identity: Aufbau und Nutzung. Dt. Univ.-Verl.: Wiesbaden.
- Goodman, M. B. (1998). Corporate Communications for Executives. State University of New York Press: New York.
- Locker, K. O. (1995). Business and Administrative Communication. Richard D. Irwin Publishers: Chicago.
- Nunnally, J. C. (1978). Psychometric Theory. (2nd Ed.). McGraw-Hall: New York.
- Okay, A. (1998). Halkla İlişkiler Aracı Olarak Sponsorluk. Epsilon Yayıncılık: İstanbul