

NEW TREND IN COMPETENCE FRAMEWORK FOR SPORTS MANAGERS

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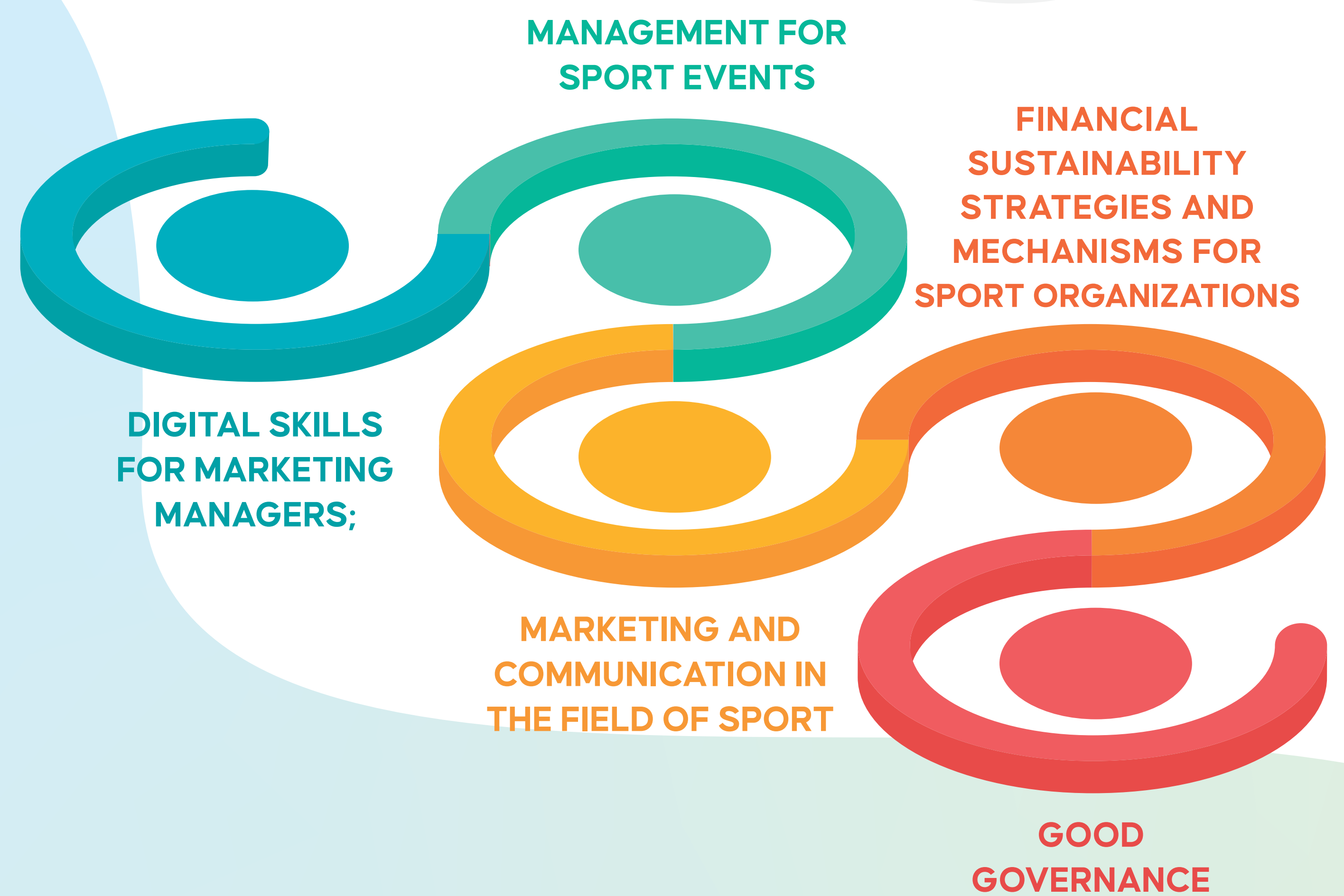
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BACKGROUND

Empowering female sport managers in Germany and Italy, up-skilling processes related to marketing, communication and visibility strategies was realized.

Effecting greater knowledge of the competencies of the female sport managers through intensive trainings on;

Hence, this study wanted to determine the profile of the sport managers in each country and their level of sport management competencies.

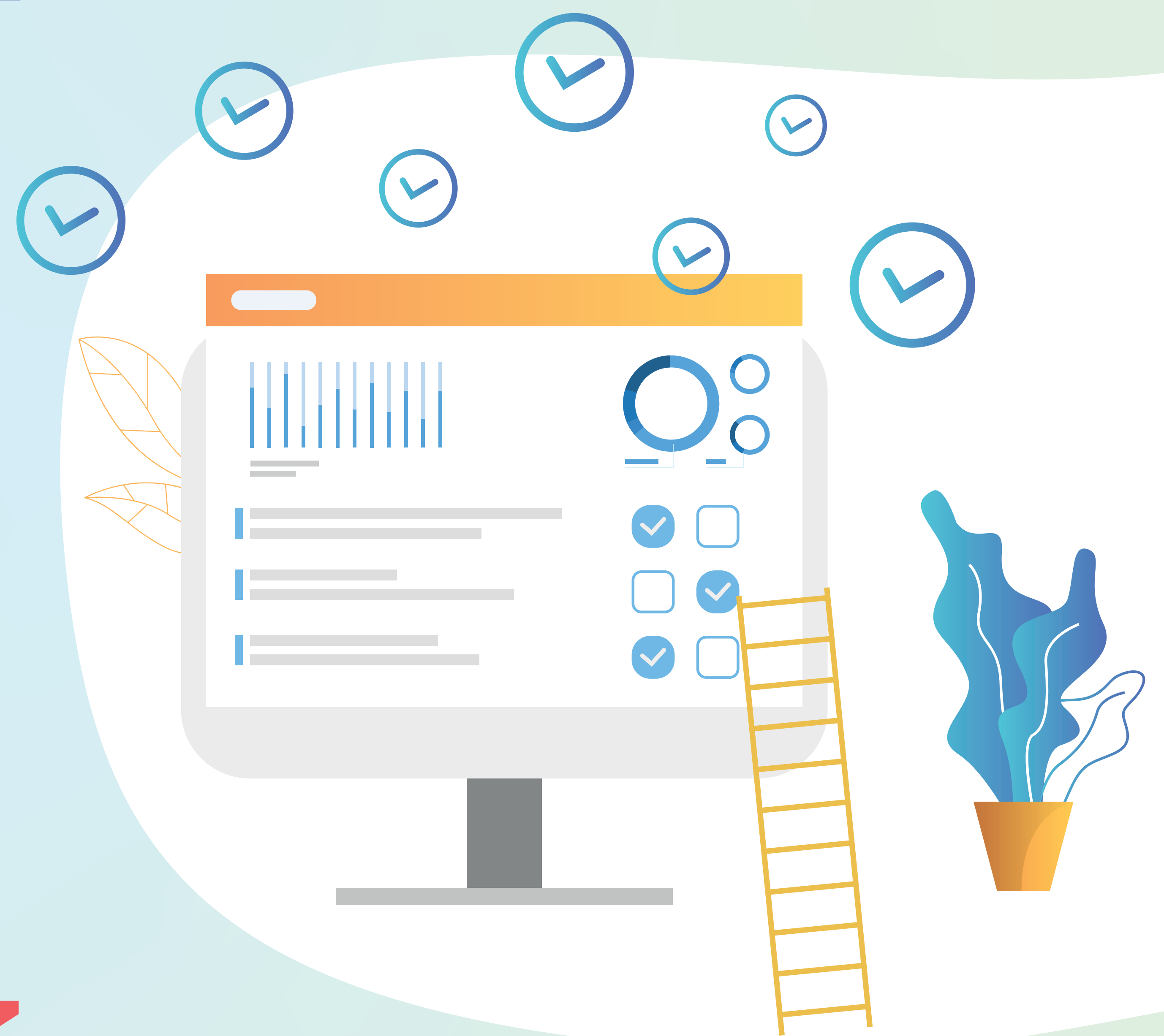


METHODS

- ▶ Mean, mode, standard deviation and frequency count in describing the respondents' profiles
- ▶ T-test was used to compare level of competencies of sports managers in each country by sex
- ▶ One-Way ANOVA for age group, number of years of experience and their educational level.

RESULTS

- ▶ No significant differences between different genders in Germany.
- ▶ Greater importance to sections on marketing, legal foundation, risk management and conflict management.
- ▶ In the FGD, importance of marketing and communication strategy for female sport teams was discussed, and participants noted the benefits of an improved marketing communication and visibility strategy likewise the barriers.
- ▶ Training modules for developing sport management competencies were generated.



CONCLUSION

This study revealed that intensive training through non formal education is an effective intervention program to enhance the sport management competencies of the female sport managers, hence this methodology should be continuously used as a new strategy.



FEMALE SPORT MANAGERS FEMALE TEAMS GERMANY ITALY MARKETING STRATEGIES

KEYWORDS