

CHAPTER 2 - SOCIAL RESPONSIBILITY IN SPORT MARKETING

2.1 Answer:

Answers will vary from student to student based on the organization they choose; however each should address the following:

- From an economic standpoint, regardless of social mission or vision, the ultimate goal for any business is to be profitable, and hence the sport marketer must keep the fact that all marketing efforts must consider the end result of profit.
- Sport marketers often are responsible for implementing such activities in line with the laws, rules, and regulations set forth by governing bodies.
- Sport organization have social obligation to be a good corporate citizen by contributing to the community and improving the quality of life through philanthropy.
- Sport marketers must also recognize their responsibility to do what is fair, just, right, and without harm to people; hence acting in an ethical manner in all they do.

2.2 Answer:

Community relations are the process of the sport organization interacting and connecting with the target population within a specific area. Community relations are an integral part of any sports organization whether the relationship is player, team, or league initiated.

Community relations efforts can be initiated in many ways but are usually focuses on associations with public interest groups or the general public. The main goal of

community relations and sport organization is to foster goodwill in the community and develop a long-term relationship with individuals and the community as a whole. This type of effort is a monumental and fragile undertaking, as it only takes one negative comment or action to erode years of goodwill.

The individual evaluations will differ based on the franchise chosen; however inclusions within their response should include the following definitions:

- **Cause-Related Marketing:** is the process of creating a relationship between a sport organization and a specific social cause.
- **Strategic Philanthropy:** the social obligation an organization has to be a good corporate citizen by contributing to the improvement of the quality of life of people ranging from an individual or community to society as a whole.
- **Environmental Marketing:** marketing focused on the natural environment, the ecological environment, and the concept of greening in terms of developing products, pricing strategies, promotion activities, and delivery methods that do not damage the natural environment.

2.3 Answer:

Individual answers will vary, but the respondent should have considered the following from the textbook when responding to this question:

Right or wrong, children see the success of professional athletes and equate specific sports talent as someone to emulate. The use of popular athletes in advertising has existed in North America for many years. Baseball players such as Babe Ruth, or Ty Cobb were some of the first to allow their names and likeness to be mass produced for the sale of candy and tobacco products. Many athletes have appeared to represent a higher physical ideal and their superb individual performances, whether as Olympians or as professionals. These accomplishments make athletes commercially attractive to corporations for the purpose of endorsing a product or a brand.

In 1969, Joe Namath shattered the idea of the clean cut speak only when spoken too image. Namath was cocky, opinionated, anti-establishment, but good looking and a winner. Namath ushered in the notion of a young hero who was ready to replace traditional sport icons.

In the last 30 years, a new dimension has been added to the use of sports celebrity role model. Many companies have taken deliberate action to recruit the not so nice athlete. NIKE was the first to promote a non-conventional athlete (Steve Prefontaine) Nike also changed their marketing approach to have athletes who stood out promote their products. Non-traditional, controversial athletes such as tennis players John McEnroe, Andre Agassi and basketball player Charles Barkley became Nike advertising icons.

Celebrity endorsers are influential as role models because of their ability to attract attention to a commercial, product/service or organization. However, the use of sport endorsers benefits the product or brand in many more complex ways.

Role models change with the passing of time. Active sport athletes become retired sport athletes and younger athletes are there to take their place. An active athlete can be viewed in a number of different and unpredictable performance contexts. These contexts include winning, losing, honor, good sportsmanship, dirty play, and or emotional outbursts. Any of these can be used in a commercial format. These athletes are placed on a pedestal made of gold. Children only see the end product and equate this type of promotion with success. If I want to be like Mike, I have to wear Nike shoes, Hanes underwear, eat at McDonald, and drink Gatorade.

Marketing firms and corporations are not focusing on making future leaders of the world or even future Michael Jordan's and LeBron James'. Their focus is on getting children to purchase these products for the rest of their lives. Hopefully there is a true role model in their lives to explain the difference.

2.4 Answer:

Ambush marketing has been an issue in North America for many years, starting as early as during the 1984 Los Angeles Olympics, with a peak during many hallmark events around the world in 1996, and during the last decade, in association with the Super Bowl.

The IOC recognizes the need to hire outside consultants who have been involved with helping cities enact laws and regulations – most recently in England for the 2012 Summer Olympics, and Rio de Janeiro for the 2014 FIFA World Cup and 2016 Summer Olympics.

Student answers will vary, but should focus on the anti-ambush marketing laws that have been put in place in municipalities and countries around the globe, and how those frameworks can be used to combat the unethical practice of ambush marketing at hallmark events.