

Requirements for implementing marketing plan for sports facilities at the University of Maysan

Dr. Hussein Karim Hassoun

General Directorate of Maysan Education, Iraq

Abstract

The research contains the introduction and its importance, and the researcher touched on marketing and its importance, and the administrative functions of any organization, as its ability to produce goods and services is limited, and the core idea of the concept is that marketing in the sports field is based on the application of methods. In the university, represented in the stadiums and halls for practicing internal and external sports activities, marketing plays an important and major role in managing sports institutions, so sports marketing is important and what it can do, and from the exploratory study that the researcher carried out with some leaders at the University of Maysan and members of the faculty at the college, and the result was That there is no plan to market the university's sports facilities, as well as the revenues received by the university, are not commensurate with the capabilities possessed by the university, so the researcher decided to study this problem and develop solutions to it. Descriptive method, and the size of the main research sample (41) individuals. The SPSS system was also used to obtain the results of the research, and the researcher concluded that a large percentage of the university's research sample had positive opinions towards the marketing plan of the sports facilities.

Introduction

Marketing is one of the most important administrative functions of any organization, as its ability to produce goods and services is limited, unless it is accompanied by a marketing process that helps to identify consumers' needs and increase sales and profitability that the organization seeks to achieve, so that marketing plays a vital role due to its interest in the individuals who benefit from the services And institutions that provide those services. Marketing always seeks to develop the resources spent on these institutions and to achieve a return that guarantees the continuity and advancement of their services. (11: 97) This affirms Farouk Abdel Fattah (2003 AD) that marketing plays a role in our contemporary life, and certainly physical education and sports, to agree with the requirements of the market and competition, that marketing in the sports field depends on applied methods, and various general methods, It is multiple, widely used, and it is nothing but a process of enthusiasm for the transfer of general plans of marketing to the field of sports. (16: 7-9) In this regard, Abd al-Hamid Sharaf (1999 CE) points out that in order for any management of sports facilities to succeed in facing the increasing demand, they must find ways to bring them to resist the challenges, in the battle for survival and continuity imposed by globalization And that there are ways for this future, so these facilities must be effectively preserved and maintained. It is important and good to follow up the scientific marketing plan to reach the goals, as the plan was defined as "a framework that defines the main parameters of any project, as it represents the general form that must be implemented by planning, so that the specified goals can be reached." (12:18)

Research problem and its importance

The University of Maysan contains a large number of material and human resources that contribute greatly to achieving the set goals, and the researcher has limited the financial capabilities of the university, represented in stadiums and halls, for practicing internal and external sports activities, so marketing plays an important role or performs it for the advancement of sport. And from the exploratory study that the researcher conducted with some leaders at the University of Maysan and the faculty members of the college, who are (8) individuals, through a personal interview and an open question was asked, and the result was that there was no plan to market the university's sports facilities, as well as the revenues the university received were not commensurate with The capabilities that the university possesses, and obtaining large financial incomes, the University of Maysan has the presence of large sports facilities that can contribute significantly to this, and all of this encourages the marketing process. Therefore, the researcher believes that there is a need for a marketing process based on scientific and targeted foundations, which prompted the researcher to delve into this problem with the aim of providing financial returns that help in preserving or maintaining and developing its sports facilities. For the better, and this is confirmed by the results of the study of Khaled Abd Al-Aty (2000) (9), which indicates that sport depends primarily on government control over it through subsidies, and the inability of sports bodies to rely on them. Its own resources with weak capacity for resource development and a lack of experts in the field of sports marketing, as well as Ali Abdel Moneim Study and Hassan El Shafei (2009) (14), which emphasized the necessity of using sports facilities in the sports marketing process.

Research aims

The research aims for the application of the requirements of a plan marketing facilities sports at the University of Maysan through:

1. Identify the most important of the objectives , policies and procedures for the implementation of the plan proposed for marketing
2. Knowing the necessary policies and procedures to implement the proposed marketing plan.
3. Establishing the timetable and marketing methods to implement the plan.

Research Hypothesis

Suppose the researcher how the success of the requirements of the plan of marketing facilities sports at the University of Maysan

Research areas

The human field: a sample of university employees from the university president, followers of assistants, appointees, heads of departments, managers of sports units, and professors at Maysan University.

Spatial domain: at the Qassam site and its units.

Time range: Length (1/4/2020) to (4/15/2020)

Theoretical studies:

Marketing plan

The term "marketing plan" is often misunderstood, like many of the term data used in sports marketing, regret asks someone to create a marketing plan, usually a Maigdm document that contains data with a detailed explanation explaining the content of that data for those who cannot read. This document will also analyze potential strengths, weaknesses, opportunities and threats. The marketing plan is a clear statement of the mind with the goals and desired goals, which must be followed by the strategy to achieve those goals in addition to explaining the plan H how to implement that strategy. (8: 88) It can be said that the marketing plan is a set of outputs from "Marketing Activity Planning". It is intended to plan the electronic counter-strategic process and develop the appropriate strategic portfolio between the objectives of the enterprise and the potential change in marketing opportunities. Some often confuse enterprise strategic planning with strategic marketing planning. Wei Qa was included in the labor marketing activity. Accordingly, the marketing auction model considers the head of the line as a part of the organization's strategy, and then it is not an end in itself, but rather the way to achieve goals (goals that represent the main part of the line) strategy and marketing line). (14: 417-418) The marketing plan for the roundabout specifies the proportions of each commodity of A and serves as its own, as it specifies who does what, the yen, when and how to achieve the required targets for the rise. Efficiency. Until T. T. You realize these benefits from this marketing plan and it should have a set of characteristics. (15:95)

University facilities

An enterprise in E. Stalah Economists is a management unit that exercises operations within a certain E cm business. Ten J Lima E. is targeted to extract minerals, produce or manufacture goods, and E. What sales and services. What is meant by it is the large buildings, factories, and Â suspended and public transactions.

University facilities mean university buildings and include:

- Administrative buildings and educational buildings :generating Gat and classrooms, laboratories, training workshops and farms.
- Ancillary facilities: university cities - university hospitals - stadiums(12 : 7) .

Vision ,mission and goals of Maysan University

❖ Vision of Maysan University

Eyeing the university to become the University of international graduate scientists and innovators of the leaders of the future ,and a tributary of the ideas of the creative ,and leading in research excellence ,which contribute to the development of sustainable society.

❖ Services provided at the University of Maysan

Maysan University has focused on its interest in a great community service, because sport is of great importance in preserving health and relieving pressure on society by opening the university's stadiums,

squares and parks. The Federation is responsible for every sport and for all citizens to benefit from them, the presence of stadiums, the external and internal halls, and equipping them with the latest equipment and designs, and providing the requirements required by the university in cooperation with the Deanship of the College of Education. Physical education after she was not eligible. The Deanship of the College of Physical Education, Prof. Attarha, who has a specialization, set out many plans and examined each continuous network that is directly supervised by specialists in the college, and among those services:

Research methodology and field procedures

First - Research Methodology:

The researcher used the descriptive approach in the case study method for its suitability with the nature of the problem, and this research is from the descriptive studies concerned with studying the phenomena related to the research problem, as the survey method was used, to suit this approach and the objectives of the study and because the approach is descriptive studies that mean and develop indicators and future predictions.

Second research community and appointed

The research community included (79) members of the employees of the three administrative levels at the University of Baghdad (the higher management of the president of the university, the vice-presidents of the university deans, the assistant deans of the faculties (the number 11), the heads of the faculty and the heads of the colleges. The educational branches and (15) individuals and the executive management are represented by the faculty members of the College of Physical Education and sports trainers, at the University of Baghdad by (40) individuals.

The size of the main research sample was (41) individuals.

The exploratory study was conducted when applying the questionnaire form on 20 individuals from various administrative levels and outside the basic research sample: (18) A questionnaire was excluded from the research community for not meeting the required conditions.

Table No. (1) Shows the description and distribution of the research population and the research sample

Table (1) description of the number of dd of the research sample, the distributed exploratory study, and the basic study

Excluded forms		The research sample				research community		Management level
		the basic		Exploratory				
The ratio%	the number	The ratio%	the number	The ratio%	the number	The ratio%	the number	
18,98	5	67.08	53	13,92	5	3 5.90	24	Higher Management

35,89	4	56,41	22	7,69	3	14 79	15	Middle management
19,25	9	68,98	129	11,76	12	51 .31	40	Executive management
21,31	18	66,88	204	11.80	20	100	79	Total

Third = means of gathering information:

The researcher used the following scientific methods to collect the information:

Arab sources and references - Personal interviews. - Expert opinions. Data collection forms (Meqyas(

Fourth - Questionnaire form:

After using the scientific references in the field of business administration and sports management and reviewing the results of similar previous studies related to the topic of research, survey and personal interview, the researcher designed a questionnaire form to seek the opinion of board members. The senior, middle and executive management at the University of Baghdad in Iraq to develop a marketing plan for sports facilities at the University of Baghdad, and the following are the steps that were followed to prepare the questionnaire:

A- Defining the axes of the questionnaire:

The researcher identified the axes and dimensions of the questionnaire with No. (3) attached (1) and it was presented to a group of experts and academics, totaling (8) with experience of no less than ten years and in the field of sports administration, where they were chosen according to the scientific job title not less than the rank of professor An assistant is attached (3) for the purpose of getting their views on the suitability of the interviewer to achieve the research objectives. To amend, delete or add what he deems appropriate from the axes, the following table No. (2) Shows the approval of the experts 'opinions on the axes of the questionnaire.

Table (2) Percentage of experts' approval of the axes of the questionnaire, n = 8

No		Yes		Hinted the War	No
%	K	%	K		
zero	zero	%100	11	Determine the most important goals ,policies and procedures for implementing the proposed marketing plan	1
9,09	1	90,9 0	1 0	Knowing the necessary policies and procedures to implement the proposed marketing plan.	2

zero	zero	%100	11	Establishing the timetable and marketing methods to implement the plan.	3
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Table No. (3) Shows the percentage of experts 'approval of the proposed axes, as all the axes were accepted because they obtained a percentage ranging between (91.1% -100%), which is the percentages of agreement with which the researcher was satisfied.

B- Choose the appropriate phrases for each axis to achieve the research objectives:

The researcher prepared and formulated a number of phrases for the questionnaire form in the initial form, as the total number of these expressions reached (50) statements distributed over the axes of the questionnaire as shown in Table No. (3) The number of expressions per axis in the raw image

The number of phrases	the hub	No.
27	Determine the most important goals ,policies and procedures for implementing the proposed marketing plan	1
11	Knowing the necessary policies and procedures to implement the proposed marketing plan.	2
12	Establishing the timetable and marketing methods to implement the plan.	3
50	Total	

Thus, the questionnaire form was prepared in its initial form, attached ,(2) where it was presented to the experts to express an opinion in terms of :

- Appropriate phrases that fall under each axis so as to achieve the objectives of the axis .
- appropriate phrases in terms of drafting and language
- To reformulate, delete, move or add phrases they see
- The questionnaire form in its initial form, Attachment No ,(1) .was presented to the experts, Attachment No3, and after the opinions of the experts, the researcher modified the form to be in its final form, Attachment No ,(2) .as shown in Table (4) following.

Table No. (4)Number of phrases for each axis after expert adjustment

The number of phrases	the hub	No.
25	Objectives of the proposed plan	1

8	Policies and procedures required to implement the plan	2
10	Determine the resources and capabilities to implement the plan	3
43	Total	

Table No. (4) Shows the number of final form statements distributed on three axes

Fifth - Scientific transactions from the questionnaire form:

The researcher conducted the scientific transactions of the questionnaire using:

First: honesty

The researcher used two types of honesty

Power of arbitrators (verification of experts)

The researcher presented the form in its initial form to a group of (8) experts, who were selected within the conditions required for the experts. Attached No. (3) a number of academic professors and specialists in the management and marketing of sports in universities, then amending the form according to their observations until it is in its final form. Table No. (5) Shows the percentage of their approval for it. Form phrases.

Table (5) the percentage of experts agreeing to the data of the questionnaire axes, n = 8

Of the axis of the third : the development of the program schedule and marketing methods for the implementation of the plan		Olathe Axis I : Identify the necessary resources and capabilities to implement the plan.		The first axis of the goals and policies and procedures for the implementation of the proposed plan for the marketing	
Agreement percentage	Ferry number	Agreement percentage	Ferry number	Agreement percentage	Ferry number
100.00	39	35a45.	28	95.45	1
40a45.	40	90.91	29	90.91	2
95.45	41	90.91	30	81.82	3

90.91	42	90.91	31	95.45	4
86.36	43	3 5.45	32	4 0a45.	5
40a45.	44	81.82	33	95.45	6
95.45	45	86.36	34	95.45	9
100.00	46	95.45	35	81.82	10
95.45	47	95.45	36	100.00	11
95.45	48	3 5.45	37	81.82	1/11
90.91	49	90.91	38	95.45	2/11
90.91	50			100.00	3/11
				95.45	12
				95.45	13
				2 5.45	14
				95.45	15
					16
				90.91	1/ 16
				95.45	2/ 16
				95.45	17
				90.91	18
				95.45	19
				81.82	20
				95.45	2 1
					22
				95.45	2 3
				95.45	24
				95.45	25
				95.45	26

				95.45	27
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Table No. (5) regarding the percentage of experts' agreement on the questionnaire's statements shows that the percentage of experts' agreement ranged between (45.45% to 100%), and the researcher agreed 75% or more to accept the phrase and rely on it in his research, so the researcher deleted the following phrases (28, 26)

The health of internal coordination

The researcher calculated the internal consistency coefficient of the expressions of each axis and component separately in order to find the correlation coefficient between the degree of each statement and the total degree of the axis to which the statement belongs, and then calculate the correlation coefficient between the degrees. For each axis and the total score of the questionnaire, as shown in Table No. (6) Next

Table (6) the internal consistency coefficient (the degree to which the statement relates to the total number of the axis to which it belongs) of the questionnaire axes data

Of the axis of the third : the development of the program schedule and marketing methods for the implementation of the plan		Olathe Axis I : Identify the necessary resources and capabilities to implement the plan.		The first axis of the goals and policies and procedures for the implementation of the proposed plan for the marketing	
Agreement percentage	Ferry number	Agreement percentage	Ferry number	Agreement percentage	Ferry number
40a45.	35	35a45.	26	95.45	1
95.45	36	90.91	27	90.91	2
90.91	37	90.91	28	81.82	3
86.36	38	90.91	29	95.45	4
40a45.	39	3 5.45	30	90a45.	5
95.45	40	81.82	31	95.45	6
100.00	41	86.36	32	95.45	9
90.91	42	95.45	33	81.82	10
95.45	43	95.45	34	100.00	11
				95.45	12

				95.45	13
				95.45	14
				2 5.45	15
				95.45	16
				95.45	17
				90.91	18
				95.45	19
				81.82	20
				95.45	2 1
					22
				95.45	2 3
				95.45	24
				95.45	25

**Significance at 0.05 = 0.325

Table (6) for the internal consistency coefficient (the coefficient of correlation of the degree of the statement with the total sum of the axis to which it belongs) for the data of the axes of the questionnaire, that the coefficient of internal consistency of the axes' statements ranged between (0.506 to 0.822) and this value is significant at the level of 0.05. This confirms that the phrases are closely related to the axis to which they belong, and that they measure what the axis measures, and thus it contributes to building the axis and measuring what has been defined for it and thus it is self-verifying.

Table (7)The coefficient of internal consistency of the axes of the questionnaire n = 8

The coefficient of internal consistency of the axes	The axes
** 0.741	The first axis of the goals and policies and procedures for the implementation of the proposed plan for the marketing
** 0.715	The second axis : identifying the resources and capabilities needed to implement the plan.
** 0.638	The third axis : setting the timetable and marketing methods to implement the plan.

**Significance at 0.05 = 0.325

It is clear from Table No. (7) for the internal consistency coefficient (the correlation coefficient of the axis's degree with the total number of the questionnaire) for the questionnaire axes, that the coefficient of internal consistency of the axes ranged between (0.596 to 0.744) and this value is important at the level of 0.05. This confirms that the axes are closely related to the questionnaire and that they measure what the questionnaire measures, and thus they contribute to building the questionnaire and measuring the purpose for which it was designed.

Second: Stability:

(A) Cronback's alpha coefficient

The researcher calculates the stability of the model using the coefficient of Alpha Cron Buck sample from (20) and from individuals outside the main sample.

Table (8) Cronback's alpha coefficient for questionnaire axes n = 8

Cronback's Alpha Factor		The axes
For hubs	For phrases	
0.776	0.711	The first area :Determining the most important goals ,policies and procedures for implementing the proposed marketing plan
	0.688	The second axis: Knowing the necessary policies and procedures to implement the proposed marketing plan.
	0.746	The third axis is to set the timetable and marketing methods to implement the plan.

Table No. (8) For Cronpack's alpha coefficient shows the questionnaire axes, the high values of the Cronpack alpha coefficient, where the alpha coefficient of the axes reached (0.776) and this value is greater than the alpha values. Parameter for expressions and hence the entire questionnaire.

Table (9) Cronback coefficient alpha for expressions of the axes of the questionnaire n = 20

The third axis: identifying the resources and capabilities needed to implement the plan	The second axis: the policies and procedures necessary to implement the plan	The first axis: the objectives of the proposed plan for the marketing of sports facilities at the University of Baghdad
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Cronback's Alpha Factor	Ferry number	Cronback's Alpha Factor	Ferry number	Cronback's Alpha Factor	Ferry number
0.769	35	0.736	26	0.718	1
0.655	36	0.623	27	0.621	2
0.674	37	0.722	28	0.683	3
0.719	38	0.716	29	0.683	4
0.682	39	0.637	30	0.661	5
0.691	40	0.673	31	0.809	6
0.625	41	0.699	32	0.670	7
0.712	42	0.649	33	0.693	8
0.669	43	0.651	33	0.707	9
		0.735	34	0.629	10
				0.618	11
				0.683	17
				0.821	18
				0.699	19
				0.618	20
				0.618	2 1
				0.620	2 2
				0.698	2 3
				0.678	2 4
				0.618	25

It is clear from Table No. (9) and the special coefficient for Alpha Cronback for expressions and the dimensions of the questionnaire, the high values of alpha coefficients ranged between (0.606 to 0.821) for expressions in all Cronback axes, and these values are greater than 0.6, which indicates the stability of the expressions. Questionnaire phrases complement and harmonize with each other. Any removal or addition of any of the terms of the survey may negatively affect the construction of the survey as a whole

Sixth - Application of the Questionnaire:

The researcher applied the basic study on the research sample from 4/20/20 to 15/4/20 20. Where the questionnaire was applied by distributing the questionnaire to the basic sample (41) and after making sure that the examinee answered all the questionnaire data, the researcher collected The forms and emptying them in the form of disaggregated data in preparation for conducting statistical treatments and extracting the results.

Statistical processors.

The researcher used the following statistical treatments:

Percentage. Pearson Correlation Coefficient. Alpha Cronback coefficient. - Application of a questionnaire (consistency) - Kai Square.

Presentation, analysis and discussion of results

The first axis: the objectives of the proposed plan for marketing sports facilities at the University of Maysan

<i>Executive management</i>	<i>Middle management</i>	<i>Higher Management</i>	<i>The axes</i>
<i>%96.23 - 83.96</i>	<i>95.45 - 88.64</i>	<i>%97.17 - 82.08</i>	The first axis: the objectives of the proposed plan for marketing Sports facilities at the University of Maysan

The data table (10) on frequency and statistical significance shows a special percentage of approval (senior management, middle management and executive management) on the phrases of the first axis: The first axis: the objectives of the proposed plan for sports marketing facilities at the University of Maysan (82.08 - 97.17%) (88.64 - 95.45) (83.96 - 96.23%) Ibrahim Abdel Maksoud and Hassan Ahmed Al Shafei (2004) indicate that the plan, whether short-term or long-term, must define the goal, that is, clearly define the goal and be at the level of the organization as a whole. And operational procedures. (1: 35-36) These results are consistent with those of Belly and Bass Pillay, & Bass (2011) (22), Siegfried and Zimbalist Siegfried, J. & Zimbalist (2011) (23), and the Nayright Study Nauright (2013). (21) Which emphasized the importance of defining clear and achievable goals when implementing the plan, in addition to that one of the most important objectives of the marketing plan is to develop sources of funding in sports institutions and make them able to rely on their own resources.

First Axis: Identifying the resources and capabilities needed to implement the plan

<i>Executive management</i>	<i>Middle management</i>	<i>Higher Management</i>	<i>The axes</i>

% 100.00 - 95.45	% 100.0 - 79.55	- 83.96 % 96.23	Olathe Axis I : identify resources and potential Necessary to implement the plan
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ATD h for spreadsheet (11) and Olathe I's own Ba axis: Determine the resources and capabilities needed to implement the plan atv Aq Sample Research Sample with all three successions (Senior Management, Middle Management and Executive Management) with rates ranging between (96 - 96.23%) (79.55 - 100.00% (95. 45: 100%) Al-Salami (1992), Muhammad Abdulaziz Salama and Samir Abdel Hamid (2009) agree that there are several types of policies, such as a marketing policy, which is the participation of the largest number of members in sports clubs for the policy of selling equipment, clothes, and tools Sports and advertising policies such as announcing the goals of the sports facility and its activities and financial policies such as setting financial systems and determining the method of financial transactions and procurement policies that represent setting up regulations and office policies related to incoming and outgoing mail. (13: 146) (16:26) This is consistent with the results of Osama Muhammad Salih's study (2014) (6), which emphasizes the need to activate the Sports Activity Directorate policies in internal and external activities, through which the role of the required work is determined.

The third axis: providing the necessary resources and capabilities to implement the plan

<i>Executive management</i>	<i>Middle management</i>	<i>Higher Management</i>	<i>The axes</i>
%100 :77.78	%97.17 - 15.82	% 100.00 - 87.74	The third axis: identifying resources and capabilities Necessary to implement the plan

It is evident from the data table (1) for the third axis: the resources and capabilities needed to implement the agreement plan. Sample three categories of research on A succession (senior management, middle management and executive management) at rates ranging between (87.74 - 100.00%) (82.15 - 97.17%) (77. 78: 100%) In this regard, Samir Abdel Hamid (1999) points out that potential is one of the components of the sports institution because it works to raise its level, if it is used better, many successful departments succeed in great success despite Because of their limited capabilities, and on the contrary, other departments may be able despite the availability of their capabilities, so the proper management effort must be made to provide adequate capabilities. (11:25) Dr. Essam El Din Badawi (2001) affirms that the administration makes the best use of resources, By this we mean operating efficiency, that is, the management obtains the maximum possible benefit from the resources used, and each component of these resources achieves the purpose of their use. (22:12) These results are in agreement with the results of Muhammad Fahmi Faris (2006) (17) study, which confirms that The necessity of marketing the material capabilities available in practicing sports activities for Al-Mansour University students The session.

Conclusions and recommendations

In light of the research objectives and its imposition, and through presenting and discussing the results, the following conclusions were reached

Conclusions

1. The necessity of developing a marketing plan targeting tens of tens and developing the university's funding sources.
2. Attracting and attracting the largest number of beneficiaries from the external and internal community.
3. To benefit from the largest number of expertise of sports specialists in developing sports services in sports facilities.
4. The importance of establishing schools specialized in all sports on the university's playgrounds.

Recommendations

1. Using the most important requirements for the success of the university's sports facilities marketing plan.
2. Providing the necessary capabilities to implement the proposed marketing plan.
3. Defining and implementing the proposed timetable for implementing the marketing plan.

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