

## SOCIAL AND MARKET COMPONENT OF SPORTS IN PRIMARY EDUCATION IN THE REPUBLIC OF MACEDONIA

Preliminary communication

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### Abstract

Analysis was conducted on the territory in Kumanovo municipality at the beginning in 2017. with help in ground work and interviewing 50 teachers and 50 parents of elementary schools students. Collected information can be summarized in two chapters: On Kumanovo municipality level, elementary schools do not use market component of sports activities offered as additional option, which is visible through small number of registered School sport clubs 38%, and with a fact that recreational and sport service that would promote school is not present in all of registered clubs; Part of the parents of Kumanovo municipality elementary schools students as well as teachers have positive attitude regarding after school sport activities and their evaluation (comparing form, time and finances) as offered by the schools to their students. Conclusion: Municipalities and the State in general, must have strategic goals for preserving and raising physical education and sports in elementary schools students not only to improve general physical conditioning of students but to enrich educational and teaching level supporting sports services for nonprofit groups nurturing social component and supporting and adapting market component which builds national and international prestige.

**Keywords:** physical education managing, primary school students physical abilities, Interview technique, sport marketing, school sport clubs, sport activities

### INTRODUCTION

Managing physical education and sports include organized, methodical and scientific approach of institutions, teachers and students involved. System as an object of management can be included in the whole process of physical education and sports, educational process, mass sport, training and competition, development of physical abilities, as well as individual and independent activities of students. Goal of that effort would be a fact that through prism of sports elementary educational institutions can join ongoing process of student recruiting which will result in greater authority and schools sports branding. Predetermined goals are realized with: committing and defining social and market components of sport in elementary education with supporting forms, and market possibilities analysis adaptation of sport activities in elementary schools through out Kumanovo municipality.

Sport include unique things which in order to be recognized should be properly understood and judged from all community structures. Only then benefits can be enjoyed. Tactics of management and marketing enable most efficient approach from makers of product for fulfillment of effects on specific market conditions. Elementary educational institutions can participate through prism of sports in process of bigger competition of student recruitment and with that they will pretend higher authority and scholar prestige.

From research conducted regarding sports and physical activities in different educational levels in the State, we can conclude than large number of managers and directors in educational system have limited vision regarding sports, management of sports and marketing strategies.

In elementary educational institutions, as foundation on which knowledge is going to be build from researchers, doctors, economists, mathematicians, sportsman and above all healthy population in Macedonia, physical education and sport activities can only improve and raise the educational level, as they build and support effects of our nonprofits group. Transforming values of physical culture to younger generations, as well as transforming same values from general to individual will fulfill basic child's need for playing and moving and will represent true meaning of education which guides positive change in bio-psycho-social life of the individual.

### METHODS

When we talk about sports in elementary education as a subsystem for whole system of physical education and sports in our state, the social side of it has a priority – market component of social idea, project and goals of group of people involved as opposed to professional sport where market component and profit comes first.

Forms of physical education in elementary schools in Macedonia both public and private should support two components of sport marketing, and their existence and functioning is the goal of our effort (Fig. 1.)



Fig. 1. Social and marketing component of sports marketing in education

Social component – bears social responsibility and engagement of sport forms in fashion of fulfilling individual and general needs of students. In this group are obligatory and special needs activities:

- Obligatory – this form of physical education teaching gathers activities, which are by curriculum obligatory and will be evaluated according to the Law for elementary education.

- Sport activities for students with special needs – this type of teaching students with special needs represents unbreakable component of general educational system and it is planned and based on multitude of correct definitions and principles which are adjusted in all highly developed countries being characterized by: equality, integration, modernization and education as permanent state. In Macedonia we have laws engaging more organized problem solving solutions for students with special needs and their educational fulfillment.

Market component – this component should increase the competition in sport activities portfolio and should promote financial investments and profits.

This group consists of elective (chosen) sports and extracurricular sport activities:

- Elective (chosen) form – physical education and sports (not everywhere) are included in curriculum (depends on number of classes available) and are practiced by students from 6-9 grade as elective (chosen) class in their regular curriculum.

- Extra curricular forms – are forms that are not being graded, they do exist in official programs but are not preconceived activity. They are well accepted by students, teachers, parents, with high social characteristics and can develop general and specific sport goals in different sports including students from 1st to 9th grade.

Market component in schools across our State is directly dependent of School Sport Clubs (SSC) which should be put within the law and registered. Only then school can gain a right to perform sport activities and can obtain partial or impartial financing.

Both social and market components make greater effect on sport activities in elementary schools, having three basic goals:

- general health aspect (preserving healthy body, development of physical abilities and perfecting motor skills in young adults);
- upbringing (building moral, self-willed, social-psychological elements from young age);
- educational (learning about sport as social-biological phenomenon, rules of conduct, rules of play, techniques, tactics, self control).

Each one of this three can be successfully adopted in different organizational forms of sport activities through elementary schools as sport services pending interests and requirements of students from one side and willingness of board and collegiate staff of school from another side.

## RESULTS AND DISCUSSION

As a result of our first analysis, which was conducted on the territory of Kumanovo municipality at the beginning in 2017 with help of 50 teachers and 50 parents both on the field of study and interviews, collected information is: existence of sport activities as additional “market service” throughout the elementary schools in Kumanovo, possibilities for sport market competition in schools, furthermore if that type of service is needed by students and if that service deserve to be additionally charged by the parents of the students who are using it (Table 1.).

We can conclude than from 16 elementary schools in Kumanovo

municipality, legal obligation to register School Sport Clubs is done in 38% of schools. That means that only six elementary schools mentioned above can perform except social and market form of sport activities. Some schools beside having School Sport Club registered, are not establishing their interest in market services of sport activities. It is a fact that only two schools are nurturing all forms of sport activities included in social and market component, which shows that competition on sport activities market in Kumanovo municipality is non existent, and schools mentioned are steps ahead in building their schools sport brand.

From interviews conducted with: 50 teachers in various subjects in elementary schools and 50 parents whose children are studying in primary schools throughout the city (Table.2.):

Table 2. Do primary school students need additional sports activities as “services” that primary schools should offer

Interview - Answers	Parents	Professors	Total
Yes, there should be	46	43	89
No, not needed	/	7	7
I can not evaluate	4	/	4
Total:	50	50	100

Support is evident from 89 positive answers, that elementary schools to all of their student from first to ninth grade, should offer additional sport services, so students with parents assistance can choose how often will engage in them. Some of the teachers, especially older ones, have opinion against this type of additional services and against the schools sport clubs, stating that municipality has large number of amateur and professional sport clubs. We can notice that similar opinions are not represented from parents, which contradict fact that most the parents wants to enroll kids in additional sport activities in same school. Minority of interviewers answered that they cannot decide if additional sport activities are necessary for their kids, referring that they did not know about the possibility that the kids do have that option.

Same hundred people, where asked for opinion in regard of fees for additional sport activities in elementary schools paid by parents who have kids enrolled (Fig. 2.).

Interviewers’ answers are showing us, that sport activities of that sort, if available in schools, should be paid for. Especially 70% of teachers are supporting the fee without commenting the way of paying. And while parents are divided and most of them - 46% have opinion that the fee should be modest, so everybody can afford it. Twenty two percent of parents proposing that fee should be charge

Table 1. Primary schools on the territory in the municipality of Kumanovo and components of the sports activities in them

No.	Primary school name	MARKETING COMPONENT of the sports activities	Registered SSC
1	PS „Krstev Petkov Misirkov“	Social and Market Component	YES
2	PS „Braka Miladinovci“	Social and Market Component	YES
3	PS „Vuk Karadzich“	Social Component	YES
4	PS „Jeronim Derada“	Social Component	NO
5	PS „Karposh“	Social Component	NO
6	PS „11 Oktober“	Social Component	YES
7	PS „Bajram Shabani“	Social Component	NO
8	PS „Bitolski Kongress“	Social Component	NO
9	PS „Braka Ribar“	Social Component	NO
10	PS „Vera Kotorka“	Social Component	NO
11	PS „Cyril and Methodius“	Social Component	NO
12	PS „Kocho Racin“	Social and Market Component	YES
13	PS „Magdalena Antova“	Social Component	NO
14	PS „Naim Frasheri“	Social Component	NO
15	PS „Toli Zordumis“	Social Component	In procedure
16	PS „Hristijan Todorovski Karposh“	Social Component	YES

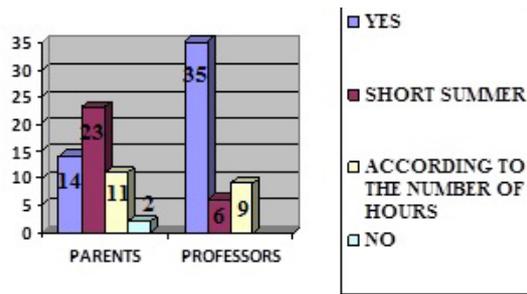


Fig. 2. Should additional sports services in elementary schools be additionally charged in the form of membership fees by parents whose children use them

based on daily activities, with monthly fee being sum of classes taken by kids. Teachers are not for, but 4% of the parents have opinion that this activities should be free of charge or subsidized by the municipality.

### CONCLUSION

We will base the conclusion on above mentioned arguments, referring to sport activities as service that should be a trend for future sport development, need for healthy student population, laws of market economy in education and physical health as market product, which in whole in our municipalities are not nurtured as possibilities in the elementary schools.

This study opens many questions for the next market researches, looking at the strategic goals of elevating physical education and sports in our elementary schools and comparing same schools in EU

member countries (as form, time and finances), not only to improve the existing social component but to support and adapt the market component one which builds the national and international school prestige.

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