

A Study of Development of Physical Education Curriculum in the Light of Sports Marketing Perspective

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ABSTRACT

It has been noticed that existing curriculum in physical education at higher education level is largely static without any considerable change or revision. One of the functional areas of sports administration that is synonymous with the sports industry is “sports marketing”. The present investigation was an attempt to provide justifications for inclusion of “sports marketing” as a distinct subject in the post graduate curriculum of physical education in India. Opinion of sports oriented people (N=200) was taken to accomplish the main objective of the study. Results and findings revealed that present curriculum of physical education in India has no “sports marketing” content that caters the need of the modern society. A high majority of people also voiced their opinion in favour of inclusion of sports marketing in the post graduate curriculum of physical education. The study concluded with providing a suggestive inventory of sports marketing contents, which may be referred while formulating or revising physical education curriculum in India.

INTRODUCTION

Sports touch our lives on daily basis and that too in many ways. Sports industry is growing at an enormous pace and thereby creating new jobs avenues for aspiring youngsters. But unfortunately, the current higher education system doesn't have the ingredients that are essential to understand today's competitive sports market. It has been noticed that existing curriculum in physical education at higher education level is largely static without any considerable change or revision. A sound curriculum provides a comprehensive framework for the teaching of physical education throughout all levels. If the curriculum is well written and clearly structured then it makes strong links among rationale, learning outcomes, instruction and assessment.

In India, 'sports marketing' is extremely immature and has enormous potential to grow. Indian sports is going through a transition phase and at the moment, everything is concentrated on the forthcoming Commonwealth Games to be held in Delhi in 2010. With this huge event coming up, the importance of sports marketing in this country cannot be underestimated.

Abhai Maurya (2007), Vice Chancellor, “The English and Foreign Languages”, Hyderabad, mentioned that the curriculum no longer reflects the need of the industry and there is an urgent need to update it and make it more relevant.

Kuhad (2008), Dean, Faculty of Interdisciplinary and Applied Sciences, University of Delhi, in a National Conference held at Department of Physical Education and Sports Sciences,

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University of Delhi, highlighted the utmost need to revise the existing curriculum of Master of Physical Education being taught at University of Delhi.

Fraser (2006) through the study entitled "Shaping the University Curriculum through Partnerships and Critical Conversations" found that "Quality teaching", "curriculum change" and "innovative practice" are just a few of the common phrases used by university academics as a basis for defining and justifying their actions as educators and policy makers. Yet their analysis of 25 interviews with academics revealed differences in their conceptions of these terms.

Agnes (2006) in their report labelled as "The Curriculum? That's Just a Unit Outline, isn't it?" summarized that the term curriculum is familiar in school education, but more ambiguous in its usage in a higher education context. Although it is frequently used in academic staff discussions, policy and planning documents, and to describe advisory bodies, its usage is inconsistent and multifarious.

It can be ascertained from the above mentioned reviews that there is a real need for academicians and developers to work together to identify the meanings behind the language of "higher education". By working collaboratively and contributing individual expertise, academicians and developers can develop converging understandings and better shape the higher education curriculum.

METHODOLOGY

The data was collected as per the following methodology:-

SAMPLE

Data was collected by implementing need-based questionnaire. Target population was selected randomly and comprised of the following:

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|---|--------|
| a. Post graduate students of physical education | (N=90) |
| b. Physical education teachers at post graduate and graduate levels | (N=30) |
| c. People associated with leading sports organizations in India | (N=30) |
| d. Gym and fitness club managers and instructors; | (N=50) |
| Total | N =200 |

TOOLS

- Inventory** – An inventory of items (contents) related with "sports marketing" was built with the help of experts and extensive literature review. The items of that inventory were compared with the contents of physical education curriculums of leading universities. After in-depth comparison, a list of items/contents that were present in the inventory but were not present in the curriculums was prepared and was named as "*suggestive inventory*."

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- b. **Questionnaire** → Questionnaire was constructed with utmost care in accordance with the objectives and with guidance from experts. Scaled items were used to determine the extent of agreement and disagreement. Efforts were made to make non-ambiguous questions which are easy to understand. A trial run was also done in order to improve content, appearance, sequence and format of questions.

- c. **Newspapers and web-sites** → Several daily newspapers like The Times of India, Hindustan Times, Employment news and many job oriented web-sites were scanned in order to find career avenues in the field of sports marketing in India.

STATISTICAL PROCEDURES

Graphical and descriptive statistical techniques like percentile and mode respectively were used for analysis of data. Chi Square Test was also implemented to determine the significance of discrepancy between the observed and expected results.

RESULTS AND DISCUSSIONS

The study advocated that a majority of people consider physical education as not a full-fledged profession in India. It might be due to lack of professionalism in physical education professionals. Majority of them are not confident of their abilities and thereby are underpaid which is damaging for the profession. It has been noticed that the curriculum of physical education at post graduate level is not in accordance with the current demands of the society. The world is changing rapidly; new concepts and techniques are emerging at a rapid pace. Hence, the study found that in order to succeed in professional endeavours, there is a need to keep at pace with the changing world. It was revealed that present curriculum of physical education at post graduate level lacks the sports marketing content. The study also brought light to the fact that present curriculum can have multiple and diverse benefits by including new subjects like sports marketing etc. Sports marketing not only open up new career avenues in physical education but may also form the basis of highly organized sports industry.

CONCLUSIONS

The study indicated that physical education curriculum at post-graduation level is not equipped with contents that form the basis of knowledge and training students/candidates to organize big events like Commonwealth Games and Olympics in India. It can also be concluded that curriculum of physical education at post-graduate level lacks right balance among theory, practical and apprenticeship opportunities. The study undertaken revealed that present curriculum of physical education at the post-graduate level does not prepare students for professions like sports commentator, sports lawyer, sports team-manager, sports-media manager, gym manager etc. The curriculum of physical education at post graduate level comprised of

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outdated and obsolete contents and has no mention of latest trends and concepts of global relevance. The present curriculum is not offering preparation for diverse career options and thereby affecting the overall growth of the profession. The study also uncovered that physical education professionals in India lack specialization in a particular academic subject. It was found that the present curriculum of physical education at post graduate level lacks the sports marketing content. Through the present study it can be ascertained that majority of people are strongly in favour of including sports marketing core areas like “principles of marketing”, “organization of events” in the physical education curriculum at post graduate level. People also labelled other areas such as “research tools and 4Ps of marketing” as “very important” for their inclusion in post graduate curriculum of physical education.

EDUCATIONAL IMPLICATIONS

It is the collective responsibility of organizations and individuals within and beyond existing formal education structures to promote or make essential changes in the curriculum as per the latest trends. There is real need for academicians and developers to work together to identify the meanings behind the language of higher education. By working collaboratively and contributing individual expertise, academicians and developers can formulate converging understandings and better shape the higher education physical education curriculum.

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www.naukri.com

<http://jobsearch.naukri.com/mynaukri/mn_newssearch.php>

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