
The Impact of Sport Marketing on Investing in Guilan Sport Management

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Today, sport marketing is regarded as one of the most important factors in the economic, social, cultural, health, and health development of society; for this reason, sport managers and marketing officials are trying to promote it, but this promotion itself requires The creation of special structural, political, cultural and social conditions. The purpose of this study was to investigate the impact of sport marketing on attracting capital for sport management in Guilan province. This research is a descriptive one and is of practical purpose. In terms of data collection, it is also considered a field. The data collection tool (fundraising, sponsors, advertising, mass media, sports tourism) in this research is a questionnaire, which includes 27 questions to measure the total research variables. Five-point Likert spectrum was used to measure the variables. The validity and reliability of the questionnaire was evaluated by professors and experts and its reliability was assessed by Cronbach's alpha (p

Keywords : Keywords: sports marketing, fundraising, sports management, sponsors, advertising, mass media, sports tourism

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