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Managing the image of selected sports organizations

Keywords:

Sport, public relations, image, sports organization

Summary:

The considerations in this dissertation refer to the analysis of the management of the image of sports organizations in comparison with the activities of four sports clubs: PGE Skra Bełchatów, Legia Warszawa, TS Wisła Kraków and Vive Tauron Kielce.

Organizations present two types of organizational structure. The first and the second club are sports clubs and the other clubs are sports associations (at the time of the survey).

The subject of the analysis is presentation of mechanisms of image management, communication channels used by organizations. This will allow you to answer the question, whether the increase in image management talent increases the income of sports organizations? Does the legal status of a sports organization affect image performance?

The research will show similarities and differences in marketing management strategies by sports clubs. The subject of consideration is also the cooperation of the examined sports organizations with television stations that broadcast sports events. In addition to the case studies, four interviews were conducted with persons responsible for image-related activities in the aforementioned sports organizations.

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