

## **A future vision for preparing graduates of the Faculty of Physical Education, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market**

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The research aims to develop a proposed future vision for preparing and equipping graduates of the Faculty of Physical Education, Sports Marketing and Investment Department in the light of the requirements of the contemporary labor market, in the light of a proposed design for the Department of Marketing and Sports Investment at the Faculty of Physical Education.

The research community consists of professors of sports administration in the faculties of physical education, professors of marketing and investment, department of business administration in faculties of commerce, officials of marketing and investment in sports institutions and bodies, The researchers chose the research sample by stratified random method, which consisted of (96) individuals.

In collecting research data, the researchers used documents and records analysis, a future vision questionnaire to prepare graduates of the Faculty of Physical Education, Sports Marketing and Investment Department in the light of the requirements of the contemporary labor market (prepared by the researchers).

Among the most important results: the appropriateness of both the vision of the Department of Marketing and Sports Investment, which is on the path to achieving leadership and excellence, its mission to equip the graduate with all information, capabilities and skills, and its objectives in preparing a specialized graduate according to the requirements of the contemporary labor market, as well as providing all opportunities for scientific and educational development and growth from during postgraduate studies in its various stages in light of the requirements of the contemporary labor market.

Among the most important recommendations: presenting the proposed vision to the competent authority for presentation and obtaining the necessary approvals to include the Department of Marketing and Sports Investment within the departments of the faculties of physical education, the continuous development of the objectives of the Department of Marketing and Sports Investment in order to become multiple , diversified and exceed what the graduate obtains from the courses alone, in order to gain him many other skills that enable the graduate to acquire an integrated personality and capable of facing professional life.

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**Introduction & research problem:**

The process of marketing and investment in the sports field is a continuous process that is intended to create conditions and factors that help to fully advance sports institutions and bodies from multiple and different aspects. The main objective of sports marketing and investment is to achieve, maintain and develop the financial profit and increase it constantly, through the promotion and good investment of all the capabilities of sports institutions and bodies (10:97).

Marketing and investment in the sports field is the real development of the concepts of marketing and investment management in the institutions that work in the sports field. Sports institutions and organizations in the sports field market their sports products to athletes interested in sports, and invest their capabilities in cooperation with investment companies and investors in the sports field (13:4).

Sports institutions and bodies need a great development to comply with the changes taking place in the sports economy; and then they must go on a path through which they adopt a developed philosophy and marketing and investment orientations that are compatible with the production and sports economy (8:56).

The Faculty of Physical Education carries a message in the content of the continuous preparation and rehabilitation of students from the faculty's graduates, providing them with knowledge, skills, and trends, in

line with the needs of the labor market, providing practical consultations, conducting research and projects in any region, aiming to develop skills, and serving the local and regional community at the sports level (16).

Contemporary programs for faculties and departments of physical education and sports must provide various courses related to educational experiences designed to be compatible with focusing on the individual's professional choices within the sports and educational field as well as honestly reflect the reality of professional work and the needs of the labor market for various professional sports disciplines (2:111).

Through the above, we find that sport in the current era has turned into an economic field that can achieve huge profits; thus, we find that sport is an economic activity, and marketing and sports investment represent all the products and capabilities that have been provided to cover the desires and needs of the masses and achieve the maximum financial benefit for sports institutions and bodies. Marketing and sports investment have become an imperative for the development and growth of sports institutions and bodies to increase their incomes and improve their financial resources.

Therefore, preparing a specialized individual who is able to work and develop in the field of marketing and sports investment with all the knowledge, skills and abilities specific to the requirements of the contemporary labor market has become

an inevitable and necessary matter for the advancement of the sports field.

Through previous studies and research in the field of marketing and sports investment and many scientific references related to the same field and the researchers' interest and conviction in the basic and important role played by both the marketing and investment field in the sports sector in general, and the rapid development that this field enjoys due to the technological progress and modern communication techniques at the local, regional and global level. Therefore, the good professional preparation of the graduates of the Faculty of Physical Education, Department of Sports Marketing and Investment, in light of the requirements of the contemporary labor market to work in sports institutions and bodies, has become a necessary and important matter, given what this field represents as an essential element in achieving the goals of those sports institutions and bodies. Based on the foregoing, it has become a necessity and a current and future necessity to establish the department of Sports Marketing and Investment in the Faculties of Physical Education to contribute to develop the sports and reach the highest levels of success in the field of sports marketing and investment.

#### **Research objective**

The research aims to develop a proposed future vision for preparing and equipping graduates of the Faculty of Physical Education, Sports Marketing and Investment Department in the light of the requirements of the

contemporary labor market, in the light of a proposed design for the Department of Marketing and Sports Investment at the Faculty of Physical Education.

#### **Research questions**

In light of the research objective, the researchers put the following questions:

1-What are the vision, mission and objectives of the Sports Marketing and Investment Department in the light of the requirements of the contemporary labor market?

2-What is the description of the Bachelor of Physical Education program, Sports Marketing and Investment Department, in the light of the requirements of the contemporary labor market?

3-What is the description of the Physical Education Diploma Program, Sports Marketing and Investment Department, in the light of the requirements of the contemporary labor market?

4-What is the description of the Master of Physical Education program, Department of Sports Marketing and Investment Department, in the light of the requirements of the contemporary labor market?

5-What is the description of the PhD program in Physical Education, Sports Marketing and Investment Department, in the light of the requirements of the contemporary labor market?

6-What is the composition of faculty members and assistants in the Department of Marketing and Sports Investment?

7-What are the methods of developing the Department of Marketing and

Sports Investment in the light of the requirements of the contemporary labor market?

**Terms used in the search:**

**Future vision:**

It is the real and realistic expression of the main reason for the existence of the institution. And it is the mental perception of the desired and potential future state, describing the direction and aspirations of the future, clarifying the path that the institution should follow to achieve success, and creating a distinctive identity that identifies its clients with its goals and future plans (procedural definition).

**Contemporary labor market requirements:**

These are many conditions that must be observed, whether in the work or the individual applying for work, which is the scientific certificate associated with the professional field, and the full readiness to do the work through his inclination, capabilities and skills in his own professional field, to ensure that he can meet the tasks of the offered jobs (15).

**Research procedures**

**Research Methodology :**

The researchers used the descriptive approach (survey studies), as it is the appropriate approach to the nature of this research.

**Research sample & community:**

The research community is represented in both the professors of sports administration in the faculties of physical education, professors of marketing and investment, the department of business administration in the faculties of commerce, officials

of marketing and investment in sports institutions and bodies. The two researchers chose the research sample by stratified random method, which consisted of (96) individuals.

**Data collection tools:**

In collecting the research data, the researchers used the following:

**First: Analysis of documents and records**

The researches reviewed the various internal regulations of the faculties of physical education and analyzed the documents and records of the sports institutions and bodies to identify the requirements of the contemporary labor market for marketing and investment work

**Second: The personal interview**

The researchers conducted several interviews with a number of professors of sports administration in the faculties of physical education and officials of marketing and investment in sports institutions and bodies, in order to identify the requirements of the contemporary labor market that must be met in the graduates of Faculty of Physical Education, Department of Sports Marketing and Investment.

**Third:** A future vision questionnaire for preparing graduates of the Faculty of Physical Education, Department of Sports Marketing and Investment in the light of the requirements of the contemporary labor market: **(prepared by the researchers)**

The researchers designed a questionnaire aimed at developing a proposed future vision for preparing and equipping the graduates of the Faculty of Physical Education, Department of Sports Marketing and

Investment in the light of the requirements of the contemporary labor market, in the light of a proposed design for the Department of Sports Marketing and Investment at the Faculty of Physical Education, where (7) seven axes were identified (Appendix 2). Then the two researchers presented it to a group of (10) ten experts (Appendix 1) in the field of sports management in order to express their opinion on its suitability, and it was agreed on all the axes; as all of them got a percentage higher than (70%) of the experts' opinions.

Then the researchers put a set of phrases for each of the questionnaire axes, and the number of phrases was (158) one hundred and fifty-eight phrases distributed on the axes of the questionnaire (Appendix 3), then they were presented to the experts and the phrases that got a percentage less than (70%) were deleted. According to the experts' agreement, the number of omitted phrases reached (8) eight, so that the final image consisted of (150) one hundred and fifty phrases (Appendix 4). To correct the questionnaire, the researchers set a three-point estimate scale, and the phrases for the questionnaire were corrected as follows: OK (3) Three degrees, to some extent (2) two marks, disagree (1) one degree.

#### **Scientific Transactions of the Questionnaire:**

**The researchers calculated the scientific parameters of the questionnaire as follows:**

**: A- Honesty**

To calculate the validity of the questionnaire, the researchers used the following methods:

#### **(1) The validity of the content**

The two researchers presented the questionnaire in its initial form to a group of (10) ten experts in the field of sports management in order to express their opinion on the suitability of the questionnaire in what it was developed for, both in terms of the axes and phrases specific to each axis and the suitability of those phrases to the axis they represent.

The percentage of experts' opinions about the questionnaire's statements ranged between (43%: 100%); and thus (8) eight statements were deleted because they obtained less than 70% of the experts' agreement, so that the final image consisted of (150) statements.

#### **(2) Sincerity of the internal consistency:**

To calculate the internal consistency of the questionnaire, the researchers applied it on a sample of (20) individuals from the research community and not from the original sample of the research. As the researchers calculated the correlation coefficients between the score of each axis and the total score of the questionnaire.

- The correlation coefficients between the degree of each phrase and the total score of the axis belonging to it ranged between (0.48: 0.90), which are statistically significant correlation coefficients, which indicates the sincerity of the internal consistency of the questionnaire.

-The correlation coefficients between the degree of each phrase and the total score of the questionnaire ranged between (0.51: 0.87), which are statistically significant correlation coefficients, which indicates the validity of the internal consistency of the questionnaire.

-The correlation coefficients between the total scores of each axis and the total score of the questionnaire ranged between (0.91: 0.98), which are statistically significant correlation coefficients, which indicates the internal consistency of the questionnaire.

#### **B - Stability**

To calculate the stability of the questionnaire, the researchers used Cronbach's alpha coefficient by applying it to a sample of (20) individuals from the research community and from outside the original sample.

-The alpha coefficients of the questionnaire's axes ranged between (0.88: 0.97), and the alpha coefficient of the questionnaire was (0.94), which are statistically significant correlation coefficients, which indicates the stability of the questionnaire.

#### **Statistical manipulations**

- Percentage
- Correlation coefficient
- Cronbach's alpha coefficient
- Rated degree
- Ka Square

The researchers satisfied the significance level at the level (0.05), and the Spss program was used to calculate some statistical transactions.

#### **Research time period**

The application was implemented in the time period between (2/6/2022 : 7/6/2022) for the quota sample, and in the time period between (13/6/2022 : 2/7/2022) for the basic sample.

#### **Presentation, discussion and interpretation of results:**

##### **The answer of first question which states:**

1-What are the vision, mission and objectives of the Sports Marketing and Investment Department in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the terms of the first axis (the vision, mission and objectives of the Department of Marketing and Sports Investment in the light of the requirements of the contemporary labor market) ranged between (88.89%: 100.00%), and the percentage of the axis was (96.88%).

There are statistically significant differences between the opinions of the research sample in all terms and in the direction of approval, which indicates the appropriateness of the vision, mission and objectives of the Department of Marketing and Sports Investment in the light of the requirements of the contemporary labor market.

The researchers refer that result to the explicit approval of all opinions on the appropriateness of the vision of the Department of Marketing and Sports Investment, which is on the path of achieving leadership and excellence in the fields of scientific research, community service and environmental

development, as well as for the mission of the Department of Marketing and Sports Investment, which seeks to equip the graduate with all the information, capabilities and skills in the field of marketing and Sports investment in accordance with the requirements of the contemporary labor market in sports institutions and bodies.

This is confirmed by the study of Numan Hadi (2017) (11) that the Faculty of Physical Education has clear and approved goals, mission and vision. The Faculty of Physical Education also supports both clubs and sports federations with expertise and scientific and training competencies for all different sports disciplines. The study of Abdul Malik Saad (2011) (7) which clarified that it is necessary to have training courses to hone the administrative skills of the administrative leaders who work in the fields of marketing and sports investment.

**The answer of second question which states:**

2-What is the description of the Bachelor of Physical Education program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the expressions of the second axis (Description of the Bachelor of Physical Education Program, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market) ranged between

(92.01%: 100.00%), and the percentage of the axis was (98.01%).

There are statistically significant differences between the opinions of the research sample in all statements and in the direction of approval, which indicates the appropriateness of the description of the Bachelor of Physical Education program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market.

The researchers refer that result to the agreement of all opinions on the appropriateness of characterizing the Bachelor of Physical Education program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market. In preparing leaders and academic specialists who are able to practice the marketing and investment methods and aspects in sports institutions and bodies, as well as the awareness of a bachelor's degree graduate of the nature and importance of sports marketing and investment in relation to sports education, whether in the field of competitive or friendly sports, and this is consistent with the nature of scientific specialization and the requirements of the labor market.

This was confirmed by the study of Amatullah Al-Mashali (2019) (1). One of the most important results was that higher education institutions are concerned with the quality of (their inputs, operations, and outputs) in a way that qualifies the appropriate graduate that the labor market needs, with the need for academic

qualification at its levels (cognitive, mental, professional) which must be adhered to by higher education institutions.

**The answer of third question which states:**

3-What is the description of the Physical Education Diploma Program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the expressions of the third axis (the description of the diploma program of physical education, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market) ranged between (94.10%: 100.00%), and the percentage of the axis was (98.62%).

There are statistically significant differences between the opinions of the research sample in all expressions and in the direction of approval, which indicates the appropriateness of characterizing the Physical Education Diploma Program, Sports Marketing and Investment Department in the light of the requirements of the contemporary labor market.

The researchers refer that result to the approval of all opinions on the appropriateness of characterizing the Physical Education Diploma Program, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market, which aims to master all knowledge and skills and use modern technology to reach solutions to the

obstacles that limit the achievement of the field of marketing and investment for its objectives. As well as the graduate's ability to exploit and employ all the marketing and investment capabilities in the sports institutions and bodies in which he works.

The opinions also agreed on the expected educational outputs from the Diploma in Physical Education Program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market, which contain knowledge and understanding the mental, scientific and professional, general and transferable skills. Likewise, all opinions agreed on the extent to which the proposed courses for the diploma program are related to the requirements of the contemporary labor market.

**The answer for forth question which states :**

4-What is the description of the Master of Physical Education program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the expressions of the fourth axis (Description of the Master's Program in Physical Education, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market) ranged between (96.18%: 100.00%), and the percentage of the axis was (99.12%).

There are statistically significant differences between the opinions of the research sample in all expressions and



in the direction of approval, which indicates the appropriateness of the description of the Master of Physical Education program, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market.

The researchers refer that result to the agreement of all opinions on the appropriateness of the description of the Master's Program in Physical Education, Sports Marketing and Investment Department in light of the requirements of the labor market in sports institutions and bodies.

Opinions also agreed on the desired educational outcomes from the Master's Program in Physical Education, Sports Marketing and Investment Department, in light of the requirements of the contemporary labor market, which are represented in the graduate's awareness of the extent of the mutual impact between applying the marketing and investment activities in sports institutions and bodies and their reflection on the sports community. Also the ability to make sound marketing and investment decisions in the sports institutions and bodies in which he works, and to apply concepts, principles and sports marketing and investment plans, As well as all opinions agreed on the importance of studying the proposed courses in the Master of Physical Education program, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market.

**The answer of the fifth question which states:**

5-What is the description of the PhD program in Physical Education, Sports Marketing and Investment department, in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the expressions of the fifth axis (Description of the Doctor of Philosophy in Physical Education, Sports Marketing and Investment Department in light of the requirements of the contemporary labor market) ranged between (93.06%: 100.00%), and the percentage of the axis was (98.50%).

There are statistically significant differences between the opinions of the research sample in all statements and in the direction of approval, which indicates the appropriateness of the description of the PhD program in Physical Education, Sports Marketing and Investment department in the light of the requirements of the contemporary labor market.

The researchers refer that result to the agreement of all opinions on the appropriateness of characterizing the PhD program in Physical Education, Sports Marketing and Investment Department in the light of the requirements of the contemporary labor market. It explained its most important objectives on the importance of applying various scientific curricula and critical thinking in the field of marketing and sports investment and related fields, as well as qualifying the graduate to be able to manage the marketing and investment crises and employ team members according to their capabilities in order to achieve the

marketing and investment goals in the sports institutions and bodies where he works at.

. The views also agreed on the importance of studying the proposed courses in the Ph.D. Program in Physical Education, Sports Marketing and Investment Department, in line with the requirements of the contemporary labor market.

This is what was indicated by Hatem Ahmed's study (2019 ) (3), which emphasized the need to pay attention to the qualitative quality of students by graduating cadres with appropriate capabilities, skills and qualities, and not focusing on the quantitative expansion only.

**The answer for the sixth question which states**

6-What is the composition of faculty members and assistants in the Department of Marketing and Sports Investment?

The percentage of sample opinions on the sixth axis phrases (formation of faculty members and assistants in the Sports Marketing and Investment Department) reached (100.00%), and the percentage of the axis was (100.00%).

There are statistically significant differences between the opinions of the research sample in all statements and in the direction of approval, which indicates the appropriateness of the formation of faculty members and assistants in the Department of Marketing and Sports Investment.

The researchers refer that result to the agreement of all opinions on the appropriateness of the specifications of

the head of the marketing and sports investment department, which is that he has obtained the degree of professor or assistant professor at least, and the subject of his doctoral thesis and his promotion research is related to the field of marketing and sports investment with a percentage of no less than (70%) of the total research Which he prepared. As well as the presence of faculty members in the department, represented by an assistant professor, and the subject of his doctoral thesis and his promotion research are related to the field of marketing and sports investment with a percentage not less than (70%) of the total research that he prepared. Also, a teacher in the department whose subject of a doctoral thesis or his master's is related to the field of marketing and sports investment.

**The answer of the seventh question which state:**

7-What are the methods of developing the Department of Marketing and Sports Investment in light of the requirements of the contemporary labor market?

The percentage of the sample's opinions on the expressions of the seventh axis (methods of developing the Department of Marketing and Sports Investment in the light of the requirements of the contemporary labor market) ranged between (96.18%: 100.00%), and the percentage of the axis was (99.38%).

There are statistically significant differences between the opinions of the research sample in all statements and in the direction of approval, which

indicates the appropriateness of the methods of developing the marketing and sports investment department in the light of the requirements of the contemporary labor market.

The researchers refer that result to the agreement of all opinions on the appropriateness of the methods of developing the Department of Marketing and Sports Investment in the light of the requirements of the contemporary labor market; as these methods are represented in the necessity of creating electronic groups through using the modern technology to provide opportunities for communication between the student, faculty members and the assistant staff in the department, as well as linking the department's course descriptions and scientific research with the future requirements of the contemporary labor market in sports institutions and bodies, directing master's and doctoral research in the department to find solutions to the marketing and investment problems and crises facing sports institutions and bodies.

This is what was indicated by the study of the Ummat of God Al-Mashali (2019) (1), where one of the most important results was the development of curricula and teaching methods according to the variables and requirements of the labor market and moving away from the old traditional methods, which have become useless in light of the current digital revolution.

#### **Conclusions:**

1-Appropriateness of both the vision of the Sports Marketing and

Investment Department, which is on the path of achieving leadership and excellence, its mission to equip the graduate with all information, capabilities and skills, and its objectives in preparing a specialized graduate according to the requirements of the contemporary labor market.

2-The description of the Bachelor of Physical Education program, Department of Sports Marketing and Investment, in light of the requirements of the contemporary labor market is favorable, where the department's goal agreed with the vision of society and the nature of the labor market and qualifying the graduate to work in it.

3-The most important objectives of the Doctor of Philosophy program in Physical Education, Department of Sports Marketing and Investment, in light of the requirements of the contemporary labor market, showed the importance of applying various scientific curricula and critical thinking in the field of marketing and sports investment and related fields.

4-All opinions agree on the appropriateness of the specifications of the head of the Marketing and Sports Investment Department, as well as the specifications of the faculty members in the Department of Marketing and Sports Investment represented in (assistant professor, teacher), as well as the specifications of the assistant faculty represented in (assistant teacher, demonstrator).

#### **Recommendations:**

1-Presenting the proposed vision to the competent authority for presentation and obtaining the necessary approvals

to include the Sports Marketing and Investment Department within the departments of the faculty of Physical Education.

2-Continuous development of the objectives of the Marketing and Sports Investment Department in order to become multiple and diversified and exceed what the graduate obtains from courses alone, in order to provide him with many other skills that enable the graduate to acquire an integrated personality capable of facing professional life.

3-Encouraging researchers to use new data collection tools in scientific research in the field of marketing and sports investment, and different approaches to scientific research and not to rely only on the descriptive approach.

4-The need for continuous development of the contents of the courses in the Sports Marketing and Investment Department, which contributes to determining the requirements of the labor market in the future and keeping pace with continuous development .

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