

**DETERMINATION OF THE DEVELOPMENT LEVEL OF  
PRACTICAL SKILLS AND MARKETING ABILITIES OF MA  
STUDENTS DURING THE STAGE OF MANAGERIAL  
PRACTICE**

*Amelichin E.<sup>1</sup>*

*<sup>1</sup>State University of Physical Education and Sport from Chisinau,  
Republic of Moldova*

**Keywords: marketing abilities, practice stages, socialization, communication, management.**

**Abstract:** Results of the final evaluation in discipline "Methodology of marketing research " can be an important factor in identifying the students' skills, knowledge and abilities required by the labor market. Learning by means of practice represents a method of the students' practical training in order to develop the necessary skills to become valuable employees or responsible enterprising. Practice stage provides the training of professional skills and gaining the experience regarding the organization and achievement of activities in the professional field. Practice stages are an essential element also in the professional specialization of the students.

**Introduction:** The learning results related to the student's achievements, rather than the teacher's goals, are usually expressed through what the learner must know, understand and be able to do in the end of a level or module [1,3].

The quality of learning is appreciated as far as possesses transformer qualities, implying the generation of some results in students' behavior, of certain changes in the behavior of those who learn. Practice stages constitute a compulsory part of the educational process and are realized in order to consolidate the theoretical knowledge acquired by students during the years of study and training of the competences established by the National Qualifications Framework [1,9]. Being a key element of the educational process and of professional activity, practice stage provides professional skills training and gaining the experience regarding the organization and activities achievement in the professional field. Practice stages are an essential element also in the students' professional specialization. The success of graduates in the

labor market will depend in a large way, by the degree of which they will know the specifics of professional activity. As a result of carrying out the practice stages, the student - future specialist can determine the prospects for professional achievement in the chosen specialization and the results of the practice justify the assignment of the graduate professional qualifications [2,4,5].

During the period of managerial practice the students become aware of the experience of those who work in these institutions, manage to acquire pragmatic sides of their future professions, ways of applying theoretical knowledge to solve problems that constitute the activities content specific to the field of activity where they work. Students learn to operate with means (tools, sports equipment, documents, registers, etc.) which with their help is actually carried out the activity specific to the training field.

Thus in managerial practice, students interdisciplinary apply the studied concepts and carry out their study in a functional system, university or specialized chair, and also it is created teaching approach, by the coordinator of practice, for approaching and application of some new concepts, useful in organizing and leading a business in the sports field. Another goal, issued from this is to check the impact of such a program on the development and improvement of strategies and learning styles of the students, targeted towards understanding and self-regulated learning [1,6,7].

***Aim of research*** consists in determining the level of practical skills development to MA students in the subject "Methodology of Marketing Research "

***Methodology of research:*** The study of bibliographic documents academic available; systematic observation; written survey (observation rubric); portfolios analysis, analysis of the results in managerial practice.

### ***Results achieved in the research***

The determination of the level of practical skills development, for MA students that have reviewed the curriculum content of discipline " Methodology of Marketing Research " has let the analysis of whether a program of managerial practice carried out by the MA students of the specialty "Marketing and Legislation in sports" can help to the efficiency of learning and lead to change the students' opinions and conceptions about learning in a constructive way.

Starting from the hypothesis of study, completed by the fact that a program of managerial practice carried out by the MA students of the specialty "Marketing and legislation in sport" can contribute to improve learning and also to increase the use of learning strategies centered on concrete practical activities and application of theoretical knowledge acquired in the course " Methodology of marketing research ", we realized the research on identifying skills that can be acquired by students in the end of practice stage regarding the study discipline " Methodology of marketing research ".

Thus, to the groups of MA students, practitioners the ability of application of the theoretical knowledge achieved in discipline "Methodology of Marketing Research " has been tested in various practical activities, directly concrete marketing researches, depending on a number of criteria, reflected in Table 1 and the concrete achievement of some direct marketing researches reflected in Table 2.

***The main marketing research activities in promoting sports entity achieved by MA students in managerial practice stage***

Activities of marketing researches	The application	Activities of marketing researches in the field	The application
------------------------------------	-----------------	---	-----------------

**Table 1. Main activities of marketing research in the field of promoting sporting entity achieved by MA students during the period of managerial practice**

achieved by MA students	importance of researches in sports entities	of the product buying behavior	importance of researches in sports entities
Studies regarding the motivations	23	Preference towards sports program	51
Studies regarding advertising and its effectiveness	54	Gratification given by the product	39
Studies regarding public image	65	Buying behavior	61
Studies regarding mass – media	26	Buying aims	47
Studies regarding trade power	34	Segmentation Studies	37

**Table 2. Direct researches achieved by MA students**

Criteria	Models of researches
Way of assumption the information from the carrier	Observation and survey
Way of development in time	Permanent and occasional researches
Way of developing the research	Conducted researches at the place of performing the sports events Researches achieved at the office of sports entity Street researches
Kind of information that follows to be achieved	Quantitative research Qualitative research

Master students conducted marketing researches by their own, based on the requirements established by the head of the managerial practice, based on discussions with friends, employees of monitored entities and their customers. Also MA students said that this would be the only way to really understand the desires of active participants in sport or of fans / customers. Moreover, they believe that the success of communication depends on this understanding. Therefore, the observation method, although it does not allow to obtain some complex information as in the event of survey, it has the advantage of rendering

the natural behavior, effectively of sports consumers, without involving the information carrier. The Recurrence to observation requires direct involvement of master student, as potential practicing marketer or manager, respectively their attendance to playgrounds, to gyms, the stands, point of sale of tickets in sporting events, shops of sports gifts and all places where we can collect information regarding consumers and products. Intending the managers in the system and their professional training, preponderant sporting one, this helps them to obtain useful information, such as, for example, personal addresses and other data that cannot be obtained through observation, but by resorting to investigate directly.

Also the practicing MA student has resorted to the achievement of market researches, such as: projecting a new sporting event or product; studies concerning the reviewing the structure of prices stadium or sports arena; the analysis of prices revaluation of certain sports services; revaluation of analysis of price gaps between different products or different places in the stands.

Moreover, the most common interrogation techniques based on a structured interview, used by practicing MA students as a research tool was the survey. Elaboration of survey has been done with the coordinator of managerial practice, being decisive in achieving the research purpose and objectives. Firstly Master student had to determine necessity of information and later, only to include questions that need answers, anticipating where possible, the types of answers that they expect to receive and the way they will use them. The structure and content of the survey aimed a functional diagram, starting with general questions and continuing with the specific and vice versa ones. Each question has been evaluated from the point of view of its understanding by the respondent, of the probability of getting an answer; simple questions, objectives, that usually receive clearer answers than the questions grouped by topics.

Further we present the results obtained by MA students on the completion of the practice stage in groups of achieved researches. The comparison was conducted between the control group (who did not pass the optional educational program previously set by the coordinator of practice, regarding the concrete achievements on marketing researches) and experiment group (who passed this program). The groups were similar, being composed of MA 11-12 students.

The method of the portfolios analysis, of the subjects' activity products was to analyze in terms of product, but also the process, in

terms of certain parameters established in accordance with the purpose and objectives of research, of data provided by the constituent materials of the portfolio. We analyzed the portfolios made up by students in the managerial practice, considering the way of their information, documenting, collecting and processing the information, the way of creation the portfolio. We also analyzed the final product and its presentation by students of II Cycle.

We started the experiment with the idea of verifying the hypothesis in the development of each activity inserting sequences related to marketing and communication research skills.

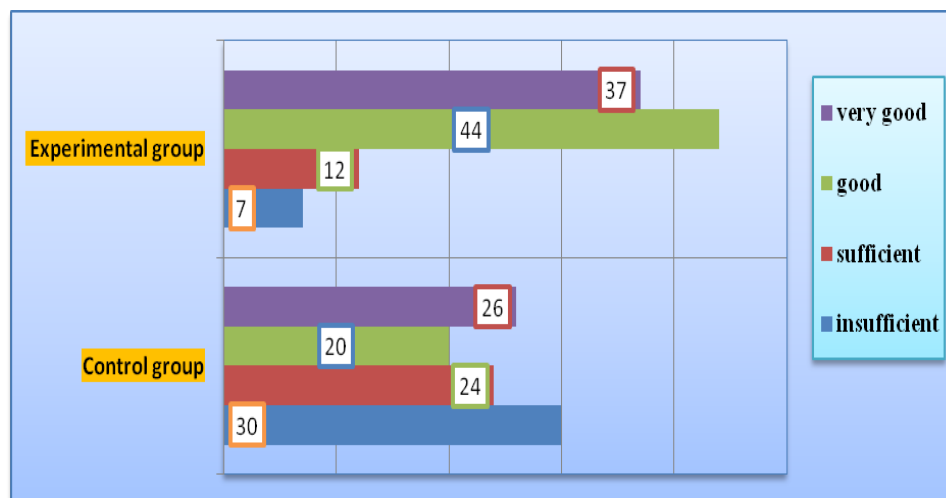
The control group continued his teaching activity typically, using classical strategies of teaching, learning and assessment, while the experimental group had particularly a working optional educational program in the managerial practice, considering that they benefited from the study of subject "Methodology of marketing research" with a new curricular content centered on practical aspect and less theoretical one. During the advancement in this unit of learning, we provided guidance and control of learning and practiced various forms of periodical evaluation (tests, surveys) and final (portfolios, tests).

The ratings which we will discuss below reflect the students' practical knowledge after optional educational program in the managerial practice. The given ratings are 1 - insufficient, 3 - sufficient, 5 - good, 7 - very good. Thus, for the items aiming oral communication ability, 30% of students in the control group received the insufficient rating, 24% sufficient rating, 20% well and 26% achieved a very good rating. Students of experimental group in a percentage of 7% achieved an insufficient rating, 12% sufficient, 44% good, but 37% achieved a very good rating, as it is shown in Table 3 and Figure 1.

**Table 3.**

***Ratings achieved for the oral communication skills of the students in the managerial practice using specific terminology of marketing research***

<b>Standard</b>	<b>Items</b>							
	<b>Control group</b>				<b>Experimental Group</b>			
<b>Minimum 1</b>	<b>Insuff icient</b>	<b>Suffici ent</b>	<b>Good</b>	<b>Very good</b>	<b>Insuffic ient</b>	<b>Sufficient</b>	<b>Good</b>	<b>Very good</b>
<b>Maximum 7</b>								
	30%	24%	20%	26%	7%	12%	44%	37%



**Figure 1.** Graphical representation of the items achieved by MA students in oral communication during managerial practice

In Table 4 and Figure 2 are reflected the items aiming the written communication ability. In this way, 10% of students in the control group obtain a good rating, 8% obtain sufficient rating and 30% obtain very good rating, as we notice in Table 5 and Figure 2.

**Table 5.**

*Ratings achieved for oral communication skills of the students during managerial practice using terminology specific to marketing research*

Rate Minimum 1 Maximum 7	Items							
	Control group				Experimental group			
	Insufficient	Sufficient	Good	Very good	Insufficient	Sufficient	Good	Very good
	35%	27%	15%	23%	18%	23%	29%	30%



**Figure 2. Graphical representation of the items achieved by MA students in written communication during managerial practice**

In table 6 we present comparative values of research skills specialized in marketing of the experimental group, after their evaluation by the experts group on the basis of individual activities of MA students carried out during managerial practice and reflected in the practice documentation and the compiled portfolio.

Table 6.

**Comparative values of marketing research skills of the experimental group evaluated during managerial practice**

Nr. of crt.	Tested values	Initial Testing (without the detailed optional program)	Final testing (with detailed optional program)	t	p
		$\bar{x} \pm m$	$\bar{x} \pm m$		
1.	The way of information acquiring	1,78±0,17	2,34±0,31	5,544	< 0,001
2.	Studies regarding	1,69±0,27	2,38±0,24	5,543	<



	advertising and its effectiveness				0,001
3.	Studies regarding public image	1,84±0,29	2,53±0,21	5,746	< 0,001
4.	Studies regarding motivation	2,23±0,24	3,12±0,22	7,723	< 0,001
5.	Studies regarding sporting consumers	1,81±0,25	2,6±0,20	5,392	< 0,01
6.	Studies regarding communication (interviews with members of national team in a particular sporting trial; interviews with backers; interviews with clients of sporting entities)	1,80±0,23	2,5±0,19	5,384	< 0,01

In Table 6 we can see that the method of collecting and processing the information at the initial testing has registered a less value 1.78 compared to 2.34 at the final testing, t being 5.544 and p less than 0.001. Furthermore the studies on advertising and its importance to master sports entities have reached initial testing values of 1.69 compared to 2.38 at the final, with t equal to 5.543 and p with a value less than 0.001. As for the registered values in studies regarding sports consumers, MA students have registered most significant values with  $p < 0.01$ , t 5392, and the items from the initial testing being 1.82 compared to those from final testing 2.6. Also, we can observe significant values in studies regarding written and oral communication, where the items were registered 1.8 at the initial testing, 2.5 at the final testing, with a value of the student coefficient of 5.384 and a  $p < 0.01$ .

In conclusion we can affirm that through the carried out activities during practical seminars, including also managerial practice, MA students understood what does the organizing process and marketing planning involve, that have managed to materialize and to set goals, to express strategies, develop budgets and expense estimates for achieved sports activities, to apply tactical actions and assessment methods. Moreover, by conducting some marketing research activities, they learned to elaborate and interpret surveys, to analyze the obtained data in various studies of specialty, to process the gathered information and to make conclusions. At the same time, they understood that the determination of the chosen behavior of the sport consumer may

essentially contribute for the changing of the consumers' reactions in information, the way of their interpreting, way of their combination and integration with other information [5,8].

In conclusion we can say that all this accumulated knowledge in seminars and in learning process, have contributed to acquisition of marketing skills so necessary to promote and develop sports services.

### **Bibliography**

1. Balaure V. Marketing. Editia a II-a revazută si adaugită, Uranus , București, 2002.
2. Evans J. R. , B. Berman . Retail Management: A Strategic Approach, Twelfth Edition; Upper Saddle River, New Jersey: Pearson Prentice Hall, 2013.
3. Grigorut C. , Ploae V., Zagan R., Zaharia R., Micu A. University Marketing.- The National Library of Romania, 2011.
4. Kotler Ph. The marketing Management. Analysis, planning, implementation and review.- Teora,1998,p.173.
5. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V. Principles of Marketing Paperback – Abridged, 1998, p.43-50.
6. Macavei E.Pedagogie.Teoria educației, vol.I, Aramis Print, București, 2001, p 326-328.
7. Mitnitcaia L., Budevici – Puiu L.Marketing general și sportive, Balinex, Chișinău, 2008.
8. Zaharia, R. The social-political Marcheting. – Uranus, București, 2000.
9. <https://carieraplus.wordpress.com/2014/11/07/despre-formarea-si-dezvoltarea-profesionala-si-personala/>