

# PHYSICAL EDUCATION AND SPORT IN THE SYSTEM OF HIGHER EDUCATION IN RUSSIA FROM THE STANDPOINT OF INSTITUTIONAL MARKETING

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**Abstract.** *Based on interdisciplinary research, it was analyzed the role of physical culture and sports (PC&S) in the system of higher education. The main issues on which experts of sociology, pedagogy, economics, management and marketing concentrate their attention in the study of PC&S are identified.*

*It was updating such definition as: "Institutional marketing" (IM), "Institute of PC&S in the system of state higher education" from the standpoint of IM. The author's definitions differ from the known definitions in that marketing is the mechanism of interest's coordination (state, business and population, or the state, business, society and educational institutions) and market actors are interested in the presence of market restrictions in the functioning of the PC&S Institute.*

*The scientific novelty of the research is: 1) Interdisciplinary approach; 2) Clarification of the study categorical apparatus; 3) Application of IM tools to PC&S at University; 4) Identification of the leading role of PC&S in higher education from the position of IM.*

*Conducted expert survey confirmed the presence of six key functions of PC&S: educational-developing, whole applied, sports, recreational, professional-applied and corrective. The importance of the PC&S functions in General and in higher education is estimated by experts approximately equally, but the whole applied and recreational function of PC&S in higher education is of larger value.*

*It is shown that the economic levers, mechanisms of physical shape and health stimulation are in the process of human activity in general and in the process of education in the University are not developed enough and need further research.*

**Key words:** state higher education, interdisciplinary research, institutional marketing, marketing, mass sport, physical culture and sport, Russian economics

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## 1. INTRODUCTION

Physical culture and sports (hereinafter – PC&S) are of particular importance in modern conditions because, firstly, in the era of post-industrial development, people move less and more sitting at the computer and/or driving a car. Such low physical activity combined with high-calorie diet lead not only to loss of physical form, but also to the acquisition of diseases of the XX-XXI century, such as obesity, diabetes, cardiovascular failure, etc. Secondly, the curriculum of higher education institutions of the Russian Federation is available as a mandatory discipline such as "physical education". Moreover, many Russian universities have sports clubs, fitness clubs and clubs for sports interests, allowing students and University staff to engage in sports as a hobby and as a professional activity. In these circumstances, the assessment of the role and place of PC&S in the system

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of higher education is of paramount importance. Third, since in 2018 Russia was the host country of the world Cup, it aroused the interest not only of many tourists and football fans, but also of the students entering universities in the specialty, directly or indirectly related to professional sports.

At the same time, the analysis of the literature available shows that the problems stated in the article are very thoroughly studied in the works of sociologists' and pedagogies', but it is absolutely insufficient from the standpoint of economic knowledge, and especially in the system of marketing and institutional marketing (hereinafter – IM). It is also important that the economic aspects of the role and place of PC&S in higher education are almost not adequately reflected in the scientific literature.

The expediency of the issue stated development in this article is that in its essence the PC&S is a very costly sphere of activity, which in the Soviet period in Russia was fully funded by the state, and with the transition to market relations there is a need to develop mechanisms for coordinating the interests of the state, business and society. One of these tools may be marketing in general, and IM in particularly, the tools of which are quite applicable in the higher education system.

The aim of the study was to conduct an interdisciplinary analysis of the role of PC&S in the system higher education and the use of institutional marketing tools to PC&S at universities.

## **2. MATERIALS AND METHODS**

The work was carried out using monographic Desk research based on the results of research of domestic and foreign scientists and practitioners on modern problems of the economy of physical culture and sports, including – in relation to the system of higher education. The paper also uses the method of interviewing experts of the higher education services market based on the development of questionnaires based on the use of standard measurement and scaling procedures. Representatives of the teaching, sports and administrative staff of the universities of Yekaterinburg were involved as experts. All were interviewed through the use of e-mail newsletters, oral interview and telephone interview 57 people. The Survey was conducted in June-August 2018 data Processing was carried out using Microsoft Excel.

## **3. RESULTS AND DISCUSSION**

The structure of physical culture is heterogeneous and multicomponent. The structure of physical culture includes: physical education, professional and applied physical culture, sports (mass sports and sports of the highest achievements), health physical culture, adaptive physical culture. This allows physical culture to create the prerequisites for successful mastery of the profession and effective performance of various activities (Chernozubenko, 2018; Shalupin, 2011; et. al.).

In our opinion, R.F. Idrisova and V.M. Krylov note quite rightly: "The one of the indicators of the state of physical culture and sport in society is the using degree of physical culture in education" (Idrisova and Krylov, 2017). This is also indicated by the results of Russian and foreign scientists and practitioners studies (Evseev, 2003; Koski, 2017; Masteralexis, et. al, 2011; Nazarov and Obojina, 2014; et. al.), showing that at the moment in the field of physical activity and sports there are trends in the active development of student's and mass sports in higher education.

In this regard, it should be noted that the Russian government pays great attention to the development of PC&S in the Russian education system. In particular, article 28 of the

Federal law "On the physical culture and sports"<sup>1</sup> notes that educational organizations for the purpose of involving students in PC&S classes have the right to independently determine " ... forms of physical training, means of physical education, sports and motor activity, methods and duration of physical training on the basis of Federal state educational standards and standards of physical fitness". Moreover, according to the Federal legislation, the organization of education and training in the field of PC&S in educational institutions of the Russian Federation includes at least ten different kinds of activities<sup>2</sup>.

The analysis of the literature available shows that the theoretical aspects of PC&S are considered mainly in the natural sciences, such as medicine, valeology, gerontology, anthropology, biology, biochemistry, etc. At the same time, in the context of humanitarian knowledge, the study of PC&S problems is presented very asymmetrically. Thus, very detailed topical issues of PC&S, and especially – in higher education, studied from the standpoint of sociology and pedagogy.

In particular, research of PC&S in the field of sociology is focused, as a rule, on general issues related to the search for social meaningfulness of sports practices, an attempt to integrate them into various segments of the social structure. For example, from the perspective of sociology, for sports activities as a social institution, are characterized by competition, organization and the presence of official communities (Zverev, et al., 2013, p. 4. 65-66). Moreover, from the perspective of sociology: "The Institute of physical culture and sport is understood as a system of norms, rules, agreements and mechanisms of formal and informal interactions in the social system" (Malashenko, 2017, p. 67). Similar positions on this issue are expressed by other authors (Aristov and Barazgova, 2016).

The analysis of the literature available allowed to conclude that sociologists, discussing and criticizing the principal moments of the PC&S effectiveness and their usefulness for society, however, do not offer the most effective models of organization of student sports and physical education, both in the current social conditions and taking into account the realities of the current system of higher education.

In other words, sociologists, in our opinion, focus their attention mainly on the question: «What kind of social institutions, communities and relations surround PC&S as a phenomenon? ».

Quite a lot of research is also devoted to PC&S research in universities from the standpoint of pedagogy. Most of these works are focused mainly on the forms and methods of physical education organization in educational institutions. For example, as noted in his study Yu. Evseev, the surrounding University's environment, its " ... multicomponent and positive impact on the student, especially the freshman, correlation depends on the level of pedagogical skills of teachers to the main component – University (not school) physical culture, sports, significantly reducing the period of adaptation for recent students to the conditions of stay in the University with its "soft" at first forms and types of education for the semester and immeasurably tough in relation to the body, sometimes not yet stronger, in the periods of tests and examinations" (Evseev, 2003, p. 3. 114-115).

At the same time, studies in the pedagogical branches of knowledge do not take into account the socio-economic essence of sport and the fundamental changes taking place in it (since society is constantly changing, and with it the productive forces and production relations in society are changing); do not pay due attention to the development of indicators of

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<sup>1</sup> Federal Law 329-FZ, dated 04 Dec. 2007 (ed. From 05 Dec. 2017) "On physical culture and sport in the Russian Federation". Chapter 3. St. 28.

<sup>2</sup> Federal Law 329-FZ, dated 04 Dec. 2007 (ed. From 05 Dec. 2017) "On physical culture and sport in the Russian Federation". Chapter 3. St. 28.

social and economic (and not organizational and educational, procedural) efficiency of PC&S, etc.

In other words, we believe that pedagogical scientists focus their attention mainly on the questions: «How to teach? » and «What certainly to teach? ».

However, the issues of Economics, management and marketing in the field of PC&S, in general, and in the PC&S in the educational space, in particular, are considered very fragmentary. This is very clearly evidenced by the fact that a limited number of defended in the Russian Federation over the past 10 years of dissertations<sup>3</sup> in scientific specialties 08.00.05. ("Economics and management of national economy") and 08.00.01 ("Economic theory").

Thus, PC&S as a branch of the national economy (in the system of economic knowledge) is attributed to the socio-cultural sphere, satisfying the totality of the cultural order needs. As it is quite rightly noted in the study of L. V. Aristova: "PC&S products as an "industry" are not only social and quasi-social benefits and services, but also natural (in close-up) – health, harmonious human development and preparation for active social practice, leisure, etc. – is clearly public, intended for "everyone and everybody", that is, for the whole society as a whole and for each of its members" (Aristova, 2000, p. 13).

It is important in the context of our study that a number of scientists are studying the formation of the PC&S model development in the context of the labor market and the education services market, both in the field of PC&S and outside this sphere. Thus, V.V. Galkin notes that higher education plays a crucial role in the system of the personnel training and retraining for PC&S. It is so as graduates of specialized universities provide integration into a single complex of physical education, science and practice in a single complex (Galkin, 2011).

In addition, PC&S as a social institution "... is an important component of the systematic training of people in their work and social activities. It is testifies to the growing role and importance of the Institute of physical culture and sports for social development at its present stage" (Malashenko, 2017, p. 4).

In other words, we can say that economists focus mainly on two issues:

1) "What is the cost of providing PC&S resources and benefits that give a person and society physical education and sports in general, and in the education system in particular?"

2) "What are the prospects for the labor market development in the context of PC&S new models development?"

The analysis of the literature also shows that in the process of research of PC&S in universities from the standpoint of management scientists are mainly interested in specific, practical mechanisms to improve the efficiency of the entire system of physical culture management in the framework of a more general organization of the University. Ideological principles, social logic, which is the conceptual basis for the formation of this system, are taken into account, but analyzed (questioned) is much less frequent and to a lesser extent than the logic (in this case – the strategy and tactics) of the implementation of the management goal.

In other words, managers, in our opinion, focus mainly on the question: "How to measure the effectiveness of the applied tools of PC&S management in general, and in the education system in particular?"

The analysis of the literature sources available to us suggests that the concepts of "sports marketing" and "PC&S marketing" are quite new categories for Russian economists, and the scientific school in this direction is in the stage of active formation.

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<sup>3</sup> According to the results of viewing the site of the Higher Attestation Commission of the Russian Federation from 2009 to 2018. // Source: <http://vak.ed.gov.ru/dis-list>

At the same time, the problem of PC&s from the standpoint of marketing in general is very well reflected in the works of a number of foreign authors, such as: Beach G., Chadwick S., Girginov V., Higham J., Mitchell R. W., Quick S., Shilbury, D., Westerbeek. H., B. Wooliscroft, etc. The research of foreign marketers reflects the distinctive features of marketing in sports (the specifics of sport as a product, the strength and value of the brand, the participation of consumers in the production of the product, the socio-cultural factors affecting sports, special relations with the media, etc.).

For example, in the work of American researchers it is argued that, in the very first approximation, sport marketing (or sports marketing) – "is a continuous search for comprehensive solutions to both direct and indirect problems of sports consumers, companies working in the sports field, and other individuals and organizations associated with sports, in a volatile and unpredictable environment, characteristic of the concept of "sport" (Beach and Chadwick, 2010). At the same time, we cannot say that in this definition and in the conceptual apparatus of other authors (Sargeant, 2005; Shilbury, et. al, 2003; etc.) fully reflected the essence of the phenomenon of sports marketing.

In other words, Western experts in the field of marketing focus mainly on the question: "How to minimize the costs of promoting sports and increase the return on investment in physical education and sports?».».

Among Russian researchers of marketing in the field of PC&S can be called the work of such scholars as N.A. Buribayeva, V.V. Galkin, S.I. Guskova, A. E. Efimova, L.V. Zhestyannikova, A.A. Ivanov, A.A. Karpunin, A.V. Litvinov, I.M. Ochirov, I.I. Pereverzina, O.N. Stepanova, E.V. Taymazova, etc. These works focused mainly on the study of marketing tools related to the positioning of sports products and sports firms, the assessment of competitiveness of goods and services of sport, methods to stimulate the consumer markets of sport's goods and services, etc.

In other words, domestic marketers focus their attention mainly on the question: "What are the specifics of the markets of sport's goods and services and features of technology and research of these markets?"

PC&s research in the system of universities from the standpoint of marketing and institutional marketing is devoted to the insufficient, in our opinion, amount of work.

First of all, we would like to briefly discuss the problems of institutional marketing. It is well known that traditional marketing<sup>4</sup> concepts focused on microenvironment and functional management of the organization. At the same time, as it is quite true, in our opinion, notes Elliot, G.R. (Elliot, 1990) modern business units have expanded their attention and included in the market orientation of the firm more functions and focus on the macroeconomic environment. Mitchell, R. W. and colleagues (Mitchell, et. al., 2010) also pay attention to the same one, emphasizing that firms have long focused on short-term success and often do not take into account the long-term environmental, social and economic impacts of their activities, suggesting the need to revise the concept of marketing and increase the focus on the environmental factors surrounding the firm in their daily operations.

Continuing these and other studies on social and ethical marketing (Grundey, 2010; Kotler and Roberto, 1990; Pisareva, 2015; Quality of life in the XXI century, 2014; et. al.), in recent years many authors note that in the process of marketing research, insufficient attention is paid to the issues of participation in market processes of the state and other institutions that provide formal rules of exchange. In this regard, such concepts as "marketing of institutions", "institutional marketing", "institutionalization of marketing", etc., appear and are introduced into scientific circulation, which are interpreted by various researchers in different ways: from the activities of the University's PR service to the tool for creating a competitive advantage of

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<sup>4</sup> That is, those that existed before the 90-ies of XX century.

business, as well as a special marketing concept that takes into account the rules and norms of exchange. The observed difference in judgment can be explained by the fact that the concept of institutional marketing is a very new and insufficiently developed scientific problem. In this regard, it was considered appropriate to offer the author's interpretation of the concept of "institutional marketing", which differs from the known definitions in that, firstly, the three-way coordination of interests (state, business and population) in the process of ensuring the rules of the market is at the forefront. Second, in contrast to existing formulations, we are talking about marketing as the special mechanism of the interests' coordination (Astratova and Bazhenova, 2016) and implied that the actors of the market are interested in restrictions of the market.

So, we argue that institutional marketing is a special type of marketing, the specific feature of which is the creation and implementation of the mechanism of ensuring formal and informal market rules through the coordination of tripartite interests (state, business and population) on the basis of common values, culture of production and consumption of goods and services formation.

The institutional environment of marketing (as well as the institutional economy) is, first of all, formal rules or the general legislative order, together with its components. Accordingly, we can say that the concept of institutional marketing for the system of education is particularly relevant, where the change of formal rules is especially noticeable. Indeed, the transformation of the management of educational institutions in Russia, since the 90-ies of the twentieth century, is characterized by the process of changing institutions in general and marketing, as a social institution, in particular. The change in the institutional structure of the education market is directly related to the formation of extra-budgetary financing, the introduction of paid education, the emergence of non-governmental educational institutions, etc. This has had the greatest impact on the formation of the Russian market of educational services, the emergence of new management tools and the emergence of an institutional marketing environment.

Returning to the study of PC&S in the system of universities from the standpoint of marketing and institutional marketing, it should be noted that we can name a number of studies that have some relevance to the question.

First, in the works of some authors (e.g. Aristova, 2006; Nikiforov, 2012; et. al.) it is said that PC&S is a "platform" for active state policy in the whole civilized world, as it is the state that forms the goals, objectives, principles and priorities of sports strategy. In addition, the article reveals "... the connection of sport with the state, with political struggle, substantiates the expediency of abandoning the use of institutions and rules of sports management, preserved from the period of command and administrative management of the economy" and recommends "... the creation by the state of business rules in the field of professional sports, including the protection of property rights, and the mechanism of enforcement of these rules through the institutions of regulation and self-regulation" (Nikiforov, 2012).

Secondly, PC&S, together with education and health care, are "... the most important strategic resources for the development of a full and healthy society and an individual, and therefore the state should largely take over the function of regulatory support of society and each of its members with these strategic resources for their development" (Aristova, 2006, p. 13).

Third, research (Aristov and Barazgova, 2016) found that mass sports, as an element of the PC&S system and as a social institution: 1) expresses the need of society in the organization of competitive activities; 2) regulatory adjusted; 3) implements the significant

objectives of society to motivate the improvement of the population, and also has "... specific functions in relation to the individual and society", which determines the role of PC&S in the country "improvement of the population; providing opportunities for the individual to participate in affordable sports competitions; preparation of the most gifted of them for professional sports activities".

In other words, emphasizes I.S. Barchukov, PC&S is "... a special social institution that meets all the requirements of institutionalization", because:

- \* it is «... carries functional load;
- \* provided with material and technical base;
- \* provides training " (Barchukov, 2003, p. 55).

Thus, it can be considered that the studies of the cited authors indirectly substantiate the role of physical culture and sports in the system of institutionalism in general and institutional marketing in particular.

Returning to the discussion of the place of PC&S in the system of state higher education, it should be noted that the difference in approaches to the stated problems in different branches of knowledge, however, does not deny the understanding that the modern institution of higher education is designed to create conditions for the maximum implementation of the intellectual and creative potential of students, which is not possible without health, as well as without the development of physical strength and mental capabilities of students. Moreover, since in Russia from time immemorial highly valued harmonious combination of intellectual, spiritual and physical strength and abilities of man, it is the University, as the focus of science and culture, has the appropriate resources and provides opportunities for the harmonious development of human and future specialist.

Finally, it is also important that conducted by various experts (Evseev, 2003; Frisby, 2006; Galkin, 2011; Idrisova and Krylov, 2017; Mansurova and Mansurov, 2015; Nazarov, Obojina, 2014; Quality of life in the XXI century, 2014; Vilensky, 1993; et. al) studies of professionograms and psychograms, as well as the results of a survey of students and specialists in the field of Economics, management and business, suggest that the modern specialist is inactive, works a lot in offices, sitting at the computer with insufficient lighting and ventilation, in the conditions of the need to process a large amount of information in a short time and making management decisions in stressful and even extreme situations. Energy consumption of such activity is characterized as "the category of light physical labor", but the caloric content of the office worker's food is often excessive.

Thus, for students and graduates of universities, physical culture and sport can become effective tools that allow providing:

- \* stress relief;
- \* reduced levels of aggression, anxiety and other negative emotions;
- \* burning "extra" calories;
- \* improving working efficiency, etc.

In other words, physical activity and sport are becoming a unique tool for strengthening the health potential of students, and therefore should be considered as a necessary investment in human capital and the future of society.

Returning to the discussion of the role of PC&S in higher education, we should say the following. Most researchers point to the need to train professional teachers and/or trainers in the field of physical education. In addition, FIS is a mandatory discipline in the process of training students of all directions and profiles. At the same time, many point out that "...

according to the new educational paradigm, University physical culture should be considered not only as an educational discipline, but also in a broader aspect – as a socio-cultural phenomenon, the structure of which is physical education, student sports, medical physical education, physical recreation and professionally applied physical training. As such, physical culture in the system of higher professional education integrates various areas of physical culture activities of students: educational-developing, whole applied, sports, recreational, professional-applied and corrective" (Physical culture and sport in higher education, 2011, p. 15).

In connection with the above, it was considered appropriate to conduct a survey of experts on the importance of PC&S functions in general and in the higher education system of Russia (Fig. 1).

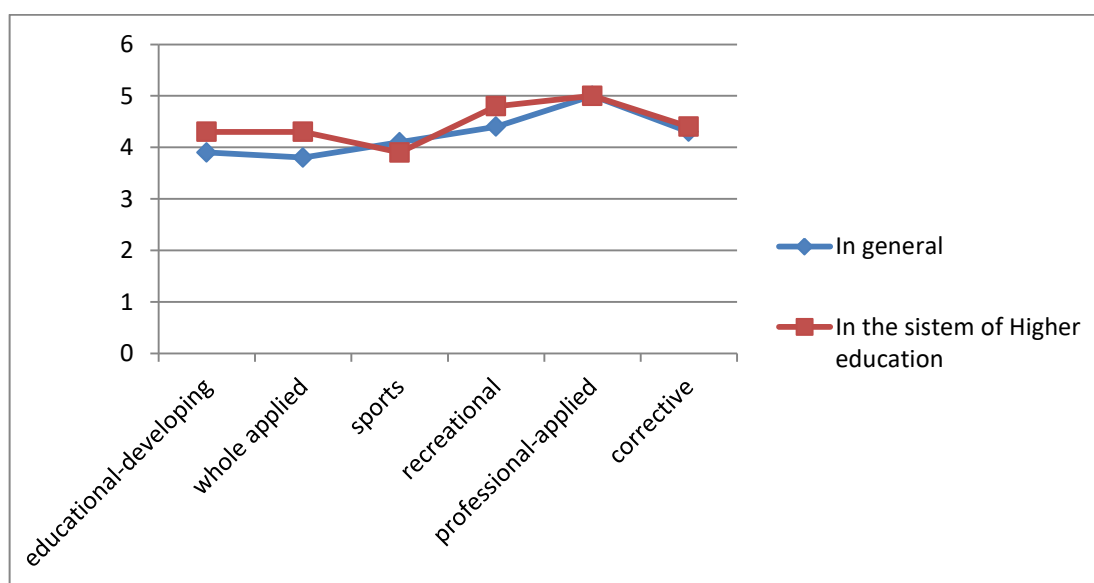


Fig. 1 Distribution of respondents opinion to the question: "What, in your opinion, the importance of the functions of PC&S in general and in the higher education system of Russia?", in points, where 5 – max and 1 – min rating  
( $N = 57$ ,  $n_1 = 56$ ;  $K_k = 0,18$ ;  $K_c = 0,88$ )<sup>5</sup>

From Fig. 1 it follows that the importance of the functions of PC&S in general and in the system of higher education is estimated by experts to be approximately the same, but the whole applied and recreational function of PC&S in higher education is of larger value.

Summarizing the above, we believe it is necessary to note that the role of PC&S in the higher education system at the moment from the standpoint of interdisciplinary analysis is not enough and needs additional research. At the same time, we consider it necessary to express the author's position concerning the Institute of PC&S in the system of public higher education:

1. The Institute of PC&S in the system of state higher education is a socio-economic category, the essence of which is the system of norms, rules, agreements and mechanisms of

<sup>5</sup> Reference designation:  $N$  – the total number of respondents,  $n$  – the number of expert responses received;  $K_k$  – Kramer correlation coefficient;  $K_c$  – concordance coefficient (expert opinion consistency).



formal and informal interactions related to the management of PC&S in the system of higher education institutions.

2. As a category of institutional marketing, the Institute of PC&S in the system of state higher education expresses a set of specific needs of society (in the improvement of the population, in providing the individual with opportunities to participate in affordable competitive activities, in training the correct mode of work and active rest, in the preparation of the most gifted individuals for professional sports activities, etc.), in the satisfaction of which the society, the state is interested, business and educational institutions of higher education through the creation and implementation of a mechanism to ensure formal and informal rules of the PC&S' market of goods and services on the basis of coordination of the interests of market actors and the formation of common values, culture of production and consumption of PC&S' goods and services.

#### **4. SUMMARY**

1. On the basis of interdisciplinary analysis (from the standpoint of sociology, pedagogy, economics, management and marketing) it was conducted the study of the role of physical culture and sports (PC&S) in the state higher education system. It was identified the main issues on which to concentrate specialists in different branches of knowledge in the study of issues of PC&S. It is shown that the role of PC&S in the higher education system at the moment from the standpoint of interdisciplinary analysis evaluated is insufficient and requires additional research.

2. It was updated and clarified the categorical apparatus of the research and it was given the author's formulations of the "Institutional Marketing" and "Institute of PC&S in the system of state higher education" as a category of institutional marketing. The presented formulations differ from the known definitions in that, firstly, the multilateral coordination of interests (state, business and population, or the state, business, society and educational institutions) in the process of ensuring the rules of the market is at the forefront." Second, the fact that, unlike the existing formulations, we are talking about marketing as a mechanism of coordination of interests and mean that market actors are interested in the presence of market restrictions in the functioning of the PC&S Institute.

3. The role of physical culture and sports in the higher education system are currently underestimated, because, on the one hand, both the state and society understand and declare a good physical shape and human health, as well as training of specialists in the higher education system, as a significant benefit and value, and on the other hand, economic levers, mechanisms to stimulate the maintenance of physical shape and health in the process of human life in general and in the process of education at the University are not developed enough.

4. Our expert survey confirmed the presence of six key functions of physical culture and sports: educational-developing, whole applied, sports, recreational, professional-applied and corrective. The importance of PC&S functions in general and in the higher education system is estimated by experts approximately equally, but the whole applied and recreational function of PC&S in higher education is of larger value.

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## 6. LIST OF ABBREVIATIONS

PC&S – physical culture and sports

IM – institutional marketing