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**«МАРКЕТИНГ ІННОВАЦІЙ
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

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MANAGE CONTACTS WITH CUSTOMERS SPORTS SERVICES

The article presents results of research stakeholders management in groups of local sports clubs in Poland. In this study sports fans are displayed as the recipient of the product sports.

Fans are a person interested in a public sport. Actively participates in events connected with his favorite discipline. For fans include mainly spectators sport events in stadiums, halls and other facilities, but also of television viewers watching a sport or a person mentioning sometimes given discipline.

Analyzing the behavior of buyers of products of sport and divide them into different groups, it is worth paying attention to the motives of participation in sporting events. Matthew D. Shank stands following recitals leaning fans to watch sports competitions [1]:

- increase self-esteem;
- detachment from everyday life;
- the attractiveness of the sport event;
- emotions;
- economic value;
- aesthetic value;
- the need for affiliation;
- development of family and social ties.

Participation in the sporting arena allows you to take a break from everyday life. It has long been known also that the it will be more attractive the higher the trigger interest among fans. All this makes the sport there are negative phenomenon. It is stressed that even hooligans create a permanent structural element of football and other sports [3].

It has to do with the need to manage supporters as a customer sports organization.

Walter G. Stephan W. Stephan Cook and point to the fact that stereotypes shape our expectations about the behavior of other people. If these expectations are negative – we begin to expect undesirable behavior on the part of the representatives of the other group [2].

Classification of the fans as consumers sport events presents B.J. Mullin, S. Hardy and W.A. Sutton, who in terms of attendance presented the desired direction of its growth dividing audiences sporting event such groups as:

- unaware of non-consumers;
- ill-informed consumers;

- aware of non-consumers;
- consumers media;
- consumers are weakly committed;
- average consumers involved;
- consumers are involved [4].

Article focuses on aspects related to the management of supporter groups, associations of the activation of the non-aligned fans and attracting them to the sports event. It has been described in the method of impact on the fans to make their presence affect the raising the prestige of the club, as well as its image.

The basic thesis of this article:

- fans are customers of the club and require proper sports product suited to their needs;
- the need for fans are diverse, depending on the segment to which they belong;
- there is a need to manage groups of antisocial by the club through the actions of a voluntary;

There is a need for public education supporters through positive actions of local character.

Research conducted in 2016 focused on these issues and allowed for the creation of a management model fans as a customer sports services. This model was also made in the study.

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4. B.J. Mullin, S. Hardy, W.A. Sutton (2007), Sport Marketing, Human Kinetics, Champaign.

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RELATIONSHIP MARKETING CHALLENGES IN THE HEALTH CARE ORGANIZATIONS

This article is the presentation of relationship challenges in the health care organizations in Poland. This article presents the main aspects of relationship marketing in relation to medicinal plants. The aim of the article is critical to look at the challenges faced by marketing management in the clinics focus was on the challenges of managing the relationship. It identified