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SUMMARY OF THE DISSERTATION

MARKETING COMMUNICATION IN SPORT – THE ROLE OF SOCIAL MEDIA IN THE PROMOTION OF SPORTS DISCIPLINES

An analytical and research study of ski jumping in Poland
in a selected time period

This dissertation is a comprehensive review of sports marketing communications conducted through social media. The area of research that the author focused on was the sport of ski jumping. By subjecting a wide and diverse research material to analysis, she leaned into the important role of communication competence in marketing communication. These activities turn out to be no less important role in the promotional-image processes than the known and reproduced schemes and tools. The dissertation also extensively presents the importance of understanding the mechanisms of creating engaging and valuable content by different groups of content creators: professional athletes, journalists, experts and fans.

The dissertation consists of five chapters, summary and conclusion. The first chapter: *Theoretical approach to sports marketing communication*, is a kind of introduction to the topic of sports marketing communication as a whole phenomenon, as well as sports marketing in social media. The second chapter: *Research methodology*, is devoted to a detailed discussion of the research methods used by the author. It includes justifications for the use of each method, the selection of social media and the profiles that were surveyed. In the third chapter: *Marketing communication of ski jumping in Polish social media*, among other things, the origins of media communication related to ski jumping are shown. A historical outline introducing the topic of the presence of ski jumping in Polish media provides a starting point for further analysis, including social media analysis. The potential of social media in the promotional communication of the ski jumping discipline, discussed in this chapter, was divided according to the social media explored: Instagram, YouTube and X. The fourth chapter: *Creators of marketing content in the social media space*, on the

other hand, provides a theoretical and practical overview of the activities of people associated with the ski jumping discipline both directly and somewhat indirectly. Personal branding techniques, image transfer and sponsorship are discussed. The role of ski jumping fans as content creators and social media marketing communications is also leaned into. The activities of journalists and experts in the social media space were also analyzed. Complementing the research and learning about the perspective of all groups of creators were expert interviews with representatives of each group, which the author conducted a total of 13. In the last, fifth chapter: *Media perception of marketing communications of the ski jumping discipline*, the author invites discussion of the conducted research from the perspective of the social media audience. The dissertation culminates with the conclusions, which are included in a separate section titled: *Summary and research results*. Here there is a renewed reference to the hypotheses and their confirmation or refutation arising from the answers to the research questions posed. The scientific value of the analyzed topic is also cited, and an attempt is made to construct socio-industrial forecasts for the future. After the conclusion, the author proceeds to conclude the work. A bibliography is a separate element, and tables of graphic elements are also included, as well as a comprehensive appendix.

The starting point for the considerations were seven hypotheses and seven research questions, which dealt with such issues as: the media coverage of ski jumping and Polish representatives of the discipline; the essence of personal branding and sponsorship; involvement of fans, journalists and experts; dynamics of social media development; seasonality of the discipline. The research conducted for this dissertation made it possible to draw the following conclusions: the theses that the author assumed at the beginning were mostly correct. Only in the case of two hypotheses one can have some doubts - the question of the popularity of marketing communication of the ski jumping discipline in the perspective of the entire calendar year, and about the importance of sponsorship activities from the perspective of the social media audience. All other issues, on the other hand, were more or less confirmed in the course of the conducted research.

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