

How the NCAA Is Solving Alcohol Abuse on College Campuses Through Marketing Strategies

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Abstract: The National Collegiate Athletic Association is an American college sports league that is popular in the United States and even around the world. It includes many different kinds of sports, and almost all have a high level. Basketball is one of the representative sports in the National Collegiate Athletic Association. There is an annual sports championship that is the most popular in America and is held in March of each year. National Collegiate Athletic Association sports events have a very high degree of attention and a very strong mass base. Not only the basketball is a popular sport in National Collegiate Athletic Association, track and field are also popular. In addition to basketball and track and field, the National Collegiate Athletic Association also includes other sports such as football, baseball and others and they are all concerned and loved by people. Alcohol abuse among college students is a serious public health problem that plagues many American college students. This situation also leads to serious illnesses associated with alcohol for adolescents. More than just disease, the act of drinking alcohol is likely to lead to future alcohol dependence in adolescents. Student athletes have an even more serious alcohol abuse problem. This article mainly studies the National Collegiate Athletic Association's use of different marketing methods to solve the long-standing problem of alcohol abuse by college athletes. Furthermore, through marketing to eliminate the negative impact and make college students pay more attention to the problem of alcohol abuse, so that they can get better athletic performance, academic performance and physical health, and also enable them to effectively avoid criminal problems that may be caused by drinking.

Keywords: NCAA, college athletes, alcohol abuse, substance abuse, marketing, sports management

1. Introduction

The National Collegiate Athletic Association (NCAA) is one of the most popular sports leagues in the world, and it is also an important part of the American sports system. However, college athletes have a high incidence of alcohol abuse because of the unique pressures they face [1]. Alcohol abuse can also lead to conflicts with others, academic problems, and drunk driving problems [2]. In addition, alcohol is the most common substance used by college students in the United States, with close to eighty percent of undergraduate students indicating that they use alcohol [1]. Alcohol abuse for college athletes is currently receiving more attention in this study, but the relationship between

alcohol use by the NCAA and all college students on campus has been less studied. In addition, not much attention has been paid to how the NCAA uses marketing to promote and address alcohol substance use on college campuses. Therefore, this article focuses on how the NCAA uses marketing to help address the problem of alcohol abuse on college campuses. This article uses a literature research approach and qualitative research to examine the topic. This study will analyze what measures the NCAA has taken to address the problem of alcohol abuse and bring these measures to widespread attention. This article can also be used as a reference and guide for practitioners in sports management and public health.

2. Cooperation with Student Affairs Administration in High Education

Obviously, college students like to drink, especially college athletes. Many school leaders are also sure that this is happening on their campus, so they hope that they can do something to solve this problem. In the end, there will be at least fifty people from the D3 league. The principal sat down to discuss this matter and hoped to implement a nationwide campus alcohol testing program.[3]. Brown [3] mentioned that because of this, the D3 department decided to designate a brand-new plan. This plan is mainly used to solve the problem of substance abuse on campus, including the existing problem of alcohol abuse on campus. This kind of intervention system is not unprecedented, but since it is a way of collaborating between student track and field athletes and ordinary students, this plan is unique and worthy of attention. This measure shows the determination and courage of the school leaders to a large extent. Their move is also determined to solve the problem of alcohol abuse on campus, as well as the problem of alcohol abuse by college sports athletes. With the support of NCAA, because the physical and mental health of students is the first, this measure not only benefits the physical and mental health of students, but also provides protection for their future development and prevents them from committing crimes. They decided to cooperate with Student Affairs administration in High Education (NASPA) to form a partnership. The main purpose is to develop a solution to the problem of alcohol abuse by students and student athletes [3]. The cooperation method is to effectively prevent and intervene students and student athletes. After a two-year school drug education and pilot program, the chairman of the D3 Alliance and the board of directors combined their previous experience and feedback on the effects. The board of directors decided not to select a school as a pilot program, but to form a more the spread of energy between campuses and a broader approach to education [3]. NASPA is an association serving students. One of them is the Student Affairs Management Association of higher education, so it is a very correct choice to cooperate with them. They have good management mechanisms and methods, and are highly professional. Their cooperation can greatly improve the efficiency of solving the problem, and cooperation with professional institutions can also improve the publicity of the NCAA brand and convince the public. Brown also mentioned that the two departments, the NCAA and NASPA, formed two working groups. In the early stages, they were mainly engaged in designing procedures and formulating strategies. This working group includes six national experts in the field of alcohol abuse prevention and intervention. They have been professional and meticulous Discussion, based on the effective and ineffective evidence experience, put forward feasible suggestions on the content of their designated plan, another working group composed of more than a dozen representatives from the NCAA from coaches, student athletes to principals and professors elected, their main task is to discuss together and suggest how to provide and implement these contents and measures on campus. This project also includes a work steering committee composed of senior leaders from NCAA and NASPA. The long-term goal of the project cooperation between the two parties is to provide training and implementation plans to help universities establish corresponding infrastructure on campuses and be able to Over time, this resource can be used and maintained effectively and reasonably. In addition, the whole plan also includes a promotion work. They are ready to convey the value of these resources to different people

on campus, including the principal and the teacher. Staff, employees, students and student athletes, regardless of level, regardless of crowd, must be communicated [3]. After formulating the plan, at first 20 schools will participate in the pilot program related to this. It is expected that the full implementation of the plan will be realized in about two years. Many officials also praised the plan. They generally think it is a kind of very good partnership, because this plan is to combine two very powerful organizations, and to accomplish this task together, it is better than doing it yourself. Brown also explained that there are many officials who express their opinions, including the director of the D3 Alliance Office, and even many officials who express their praise. The ultimate goal of this plan is to launch a product that will be used and functioning on at least 450 university campuses, based on alcohol, to expand resources to the entire campus and meet the needs of athletes. In the first year of implementation of the plan, the focus will be on personality feedback intervention. This is an online tool. After a student completes the survey, the student can get a feedback. After the student has done a survey about drinking, the student can A feedback detailing their drinking behaviour was immediately obtained. Experiments have shown that this intervention mechanism can greatly reduce the negative effects of drinking caused by students [3]. This is an online tool provided by NASPA to NCAA, which means that the cooperation between the two has taken an important step towards online resources. This resource can effectively reduce the impact of alcohol on university campuses, and NASPA also provides A corresponding website was designed. On this website there are online tools to provide feedback, a self-assessment tool and a practical tool to provide information on alcohol abuse [4].

The cooperation between NCAA and NASPA is an important step to solve the problem of alcohol abuse by college athletes. NCAA has used sponsorship marketing methods and obtained the support of strong partners through cooperation with NASPA. In the early stage of the plan, it was supported by NASPA's technical talent resources. After formulating the plan, it received corresponding technical support, online tools, and corresponding service websites. Through reasonable and effective marketing methods, NCAA not only received support, but also expanded its brand's influence and popular praise.

3. Social Marketing

The drinking problem on college campuses is getting more and more serious, and more and more students who have not reached the legal drinking grade also start drinking. This situation will only make the environment and atmosphere of the entire college campus worse and worse. Many people abuse alcohol. Not only did students have physical and psychological problems, some even went down the road of crime. Not only did they fail to complete their studies, some even went to their deaths. Faced with this serious problem, the NCAA had to take action.

Eckert, Melancon and James showed that social marketing is an effective marketing tool to solve the problem of alcohol abuse on campus [5]. Many college students abused alcohol during college. It is likely that they had a drinking habit in high school. A large part of their knowledge and acquisition of alcohol comes from media advertisements. As long as the marketing activities can be carried out effectively, the corresponding testing agency will provide products and services. This is a key factor that social marketing can learn from Eckert, Melancon and James [5] also explained that social marketing shifts the focus from obtaining commercial profits to specific groups of people who can benefit. This plan allows educators and plan makers to formulate information more personalized and deliver this information to students. This method is an ideal choice for preventing and solving the problem of alcohol abuse, especially for students who are considering or are already abusing alcohol. This plan is implemented on many university campuses, but there are differences in the initial stage of the research, including student participation, so in the early stage of the project, the target population of the test can provide different feedback, which is of great benefit to their benefits. The

purpose of this NCAA initiative is mainly to evaluate and use a social marketing campaign for freshmen, mainly to provide this service to public universities with close to 30,000 students, mainly to use social marketing methods on university campuses and means to achieve the purpose of education [5].

This social marketing activity started in the summer. This is not a previously designed plan to promote alcohol awareness. It adopted an activity that focused on guiding students to participate directly, and gave them their personal differences. Grouping. The participants consisted of undergraduates of different genders and student athletes living on campus [5]. A team composed of relevant campus staff and the Alcohol and Drug Resource Center developed and implemented this social marketing activity. At the same time, they recruited students as a help group and provided them with corresponding social marketing activities. They are passed on to students from various audiences. Later, a special meeting was held in the fall, and some student athletes were hired. Their main job was to understand the social phenomenon of college students' drinking and to make positive logos and slogans. After these logos and slogans were determined, these slogans were determined. Hand over to the communication team for better communication and publicity. Finally, the badges and slogans that have been determined will be provided to the student committee of the corresponding university, and then the next stage of better marketing activities will be carried out [5]. At the opening ceremony of the new semester, freshmen were trained in new advertisements. In the first week of the new semester, all freshmen received a T-shirt with a slogan about the dangers of alcohol on their clothes. Related promotional posters are also posted on the walls of the dormitory, and related posters are also hung in the student centre. There are also corresponding gifts in the school's entertainment facilities and gymnasiums. These are used for marketing related information transmission and various facilities are provided. Come to school activities for alcohol prevention [5]. After the initial investigation, the employees began to measure the social activities of the investigation. After the experts and teachers reviewed the results, most of the pilot projects showed good results and were effective. According to the research on the survey results, this social marketing campaign has strengthened positive social connections and delivered positive marketing messages to the society. The alcohol prevention measures promoted can effectively help the plan and effectively carry out the next social marketing activities [5].

NCAA has adopted a social marketing method to solve the problem of college students' alcohol abuse. This method can solve this problem reasonably and effectively. It can not only promote relevant knowledge among students, but also increase the positive influence of the university brand among students. In general, Social marketing is a good marketing method to solve the problem of alcohol abuse on college campuses.

4. Sponsor the Pilot Program

NCAA rewards alcohol-education programs with grants to 15 schools that the NCAA plans to provide financial support to schools selected for the pilot program and provide bonuses as support for schools that manage alcohol abuse problems. The NCAA plans to incorporate athletics into the entire campus as part of its publicity, and implement effective alcohol prevention and education work. The goal is to eliminate the high-risk consequences of drinking at the university while also lowering the overall risk of the event. The NCAA initially formulated A pilot list of fifteen schools uses incentives to promote schools to actively solve the problem of alcohol abuse. The pilot project mainly uses mutual cooperation, media promotion, community expansion, and activities as the main publicity methods. Encourage schools to use their own marketing methods to solve the problem of alcohol abuse, and then provide sponsorships to schools with good results. The main purpose of this project is to enable students to make correct judgments about drinking and make responsible choices for their own health. In the beginning, NCAA chose to start this difficult journey. The main purpose was to help

universities effectively solve the problem of alcohol abuse on campus. After that, the NCAA Foundation established an alcohol education working group. Through research and discussion, the working group decided Xiang takes the university itself as the center, and the foundation gives them donations and grants marketing strategy to solve this problem reasonably and effectively. Thus, the CHOICES project was born. The core of this project is that the campus sports department can play a key role in managing the problem of alcohol abuse on campus, and play a role that other departments do not have. Many people believe that school sports organizations and student athletes can have a positive impact on school alcohol problems. The Anheuser-Busch Cos provided the funds for the start of the activity and the final reward for the schools in these pilot programs.

This THE CHOICES program has a wealth of experience, not only in campus sports but also anywhere on campus. The results of this program are very positive, not only NCAA schools, other educational institutions and schools will Benefit from this plan. The NCAA and this plan have jointly listed ten items that are necessary to successfully solve the problem of alcohol abuse. These requirements include the development of programs based on specific needs with corresponding proof of practice, and holistic cooperation based on the strengths of different departments. In addition, it is important to listen to the professional team and the students. It is also important to develop interventions and multifaceted collaborations that address the appropriate assessment indicators.

The above plans can effectively promote the THE CHOICES project and have a positive and positive impact on solving the problem of alcohol abuse. It not only strengthens multi-faceted collaboration but also increases the confidence of schools in solving the problem.

NCAA adopts reward marketing and sponsorship marketing methods to effectively promote and find solutions to the problem of alcohol abuse on campus, by giving the power to solve the problem to each school itself, and providing them with pre-funding and post-reward methods to formulate a detailed solution to the problem. Not only can the problem be solved reasonably and effectively, but positive brand marketing has also been successful. The NCAA has solved the problem reasonably and effectively and established a positive brand image.

5. Discussion

The NCAA has played an important role in the study of alcohol abuse among college students, and the marketing approach used by the NCAA combines knowledge of marketing and sports management to provide additional guidance on how to address this issue. Both sport management practitioners and public health practitioners can draw on this study for advice and to help inform subsequent research. However, there are some limitations to this study. Because this study was a case study of only a few universities, sample limitations exist. If more accurate samples are available in future studies, the study will be more comprehensive.

6. Conclusion

Overall, the problem of alcohol abuse among college athletes is very serious, as close to one-third of athletes have a drinking problem. The problem of alcohol abuse also becomes more serious, especially during championships. In this context, the NCAA, as the largest campus athletic association in the world, is addressing this problem through marketing efforts, a partnership with NASPA, and social marketing efforts. In addition, the sponsorship of pilot programs has had a significant impact. Thus, the marketing approach adopted by the NCAA has been effective. However, in the current study, more research has been done on the reasons for college athletes' drinking than on how to address the problem. Therefore, more attention should be paid to the consequences of alcohol abuse among college athletes and related solutions in future research.

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