

ABSTRACT

Title: The choice and use of foreigners in marketing of Czech volleyball teams

Objectives: The aim of this work is to discover, through quality research, how teams are choosing foreigners, and how they use them in marketing activities. Based on these findings, formulate recommendations which could be helpful for improving the process of choosing foreign players and their use in marketing.

Methods: To obtain the necessary data qualitative research was used, based on semi-structured interviews with the managers of the teams. The results were evaluated using comparative analysis in order to formulate the recommendations.

Results: Based on the interviews, it was found that the managers cannot imagine playing in the Czech highest league without foreigners. Other than game results, which should improve with the use of foreigners, managers view the players as a goods, which they can sell to the fans through marketing. Choosing to use foreigners is based on their salary requirements, which are usually quite a bit lower in comparison with the same skilled Czech players. Speaking about the contracts, the managers tend to offer one-year contracts with a one year option.

Keywords: globalization, migration, sports environment, marketing environment, social network.