

Abstract

- Title:** Marketing mix of a Golf Resort Konopiště and a proposal for its improvement
- Objective:** Analysis of the current marketing mix of Golf Resort Konopiště, execution of a questionnaire and following suggestions for its improvements.
- Methods:** The analysis of marketing mix is executed with an quantitative research – a questionnaire.
- Results:** Based on the results from the research, a few improvements were presented. These points should lead to an overall better marketing mix but mainly they are focused on increasing the satisfaction of current customers and also bringing some new ones into the club.
- Key words:** marketing, services, golf, marketing mix, marketing research