

Abstract

Title: Popularity of the Olympic Games among high school and university students

Objectives: The aim of this bachelor thesis is to find out the knowledge of the Olympic games among the Czech students. The data are compared by type and field of study.

Methods: In order to meet the main goal of the bachelor thesis, primary data collection was required. Marketing research used quantitative method, questioning. Knowledge of the students were investigated using an electronic questionnaire created on Survio.com. The research file included 206 respondents.

Results: The knowledge of Czech students about the Olympic Games can be considered as average. From the final comparison of the results, we can state that the differences between the types and fields of studies are significant. Students of bachelor degrees with their knowledge exceeded students of secondary schools and master's degrees especially in questions about history, past and future Olympic games. Among study fields dominated the students of sport fields. They know sports and year of the first Olympic games almost perfectly.

Keywords: Questioning, Olympic games, popularity, marketing research, knowledge, respondent