

Abstract

- Title:** Identification of beach volleyball's marketing opportunities
- Objectives:** The goal of thesis is to find marketing opportunities that can be helpful for beach volleyball in ways of finding new sponsorship opportunities, new audience and spectators as well as new more active players. Next part is based on this research and gives a suggestion for improvement of marketing in beach volleyball.
- Methods:** This work analyse in-depth interviews with experts in different sections of beach volleyball. These experts are chosen in purpose of this thesis. Interviews are half-structured and then transcribed. The method of the analysis is constant comparative.
- Results:** The work summarises and compares answers of all respondents who talks about marketing situation of beach volleyball in a world and in the Czech Republic itself and about possibilities of improvements. Second part gives a suggestion of possible directions of marketing improvements.
- Key words:** beach volleyball, law, marketing, rules, social networking, systematics of competitions