

Abstract

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Title: Marketing mix of a selected sports organization

Objectives: The main objective of this bachelor thesis is to compile recommendations for individual tools of the marketing mix for a sports club. To achieve this objective, the current status must be assessed first. The application of proposed recommendations will lead to an increase in the quality of the services provided, greater satisfaction of customers and club members and an overall improvement in the functioning of the club.

Methods: Qualitative research is used to analyse the marketing mix through a semi-structured interview, which is performed with the club management, with parents and with adult members of the club.

Results: Suggestions for improvement of the club were created based on the assessment of the current marketing mix, Most of recommendations were made for the product and promotion, as these are very important tools for the club and they were also given the most time in the interviews.

Conclusion: In the conclusion is summarized the course of the work and the most important suggestions for improvement. There are some interesting and complicated proposals are too.

Keywords: marketing, marketing research, sports club, taekwondo, training, product, price, promotion, distribution, people, process, presentation, services