

Abstract

Title: Analysis of Oktagon MMA's marketing mix

Objectives: The main objective of this bachelor's thesis is to determine the functionality of the marketing mix of the Oktagon MMA organization and to propose appropriate measures to improve its quality.

Methods: Both primary and secondary research was used to achieve the objective. The primary research was carried out using a quantitative method using an electronic questionnaire to the organization's fans and the qualitative method was conducted in the form of a semi-structured interview with the organization's owner. Secondary data was obtained from freely available internet sources as well as from internal information provided by employees of the organization.

Results: Based on research data, proposals have been developed to improve the Octagon MMA marketing mix in the areas of product, price, distribution and communication. Furthermore, the results of the research provided information about the prevailing positive perception of the organization's marketing mix by its fans.

Keywords: marketing, product, price, place, promotion, combat sports, mixed martial art