

Name:

Identity of the Seattle Mariners baseball club and its utilization in commercial activities.

Objective of the thesis: An analysis of sports environment of a professional baseball competition in the USA, an analysis of the Seattle Mariners baseball club, the utilization of identity components in commercial activities and defining the proposals for the identity improvement.

Methods: The thesis was elaborated on the basis of a descriptive analysis and the SWOT analysis.

Results: The thesis comprehensively described the main features of the Seattle Mariners baseball club's identity, the utilization of significant components in commercial activities, and defined the main pros and cons of these activities by means of the SWOT analysis. The summary and the proposal for improving the existing situation are based on these results.

Key words: marketing, communication, image, enterprise identity, SWOT analysis, baseball, MLB, club, budget, merchandising, Seattle Mariners, Safeco Field.