

Title: Plan of marketing strategy of company Aquapalace Praha in the year 2009

Work goals:

To analyze the actual marketing concept of marketing strategy, to analyze campaigns and events already done and on the basis of results of the analysis and observation to propose changes of the actual marketing strategy.

Methods:

Description analysis, STEP analysis, SWOT analysis and observation.

Results:

Create complex view of the actual situation of marketing campaigns and events of the company Aquapalace Praha.

On the basis of observations to create marketing campaigns and events evaluations and propose the changes of the actual marketing strategy.

Key words:

Description analysis, STEP analysis, SWOT analysis, observation, marketing strategy, marketing campaign, events, PR, Aquapalace Praha, aquapark