

Abstract

FK DUKLA PRAGUE MARKETING MIX ANALYSIS AND PROPOSALS FOR ITS IMPROVEMENT

Targets: The analysis of particular marketing aspects, which compose the complete marketing mix. Communication with club fans and investigating their position on marketing. Consequent proposals of appropriate recommendations in marketing field to improve the club's present image.

Methods: There will be an example study and SWOT analysis used to analyze current marketing mix. These will determine strong and weak points of the club. Contact with the club will take place in an informal meeting. A questionnaire will be used to find out fans' view. The experimental sample will consist of loyal fans only. I will then combine gathered data with my own knowledge and will attempt to create propositions for marketing mix improvement.

Results: Created proposals will be presented to the club's leadership and they will have an opportunity to realize these proposals to achieve new marketing targets. The study detected drawbacks in the marketing field and helped the club.

Key words: marketing mix, communication mix, medialization, questionnaire