

Abstract

Title: Marketing research of the participants' satisfaction European Week of Women in the years 2009 – 2011.

Goals: Presentation and interpretation of results of marketing research in the years 2009 – 2011, test hypotheses, recommendations for event organizers according to obtained results.

Method: Quantitative research in the years 2009 – 2011, written questioning, analysis of customer satisfaction.

Results: Particular discoveries are presented in practical part of the work, verify predetermined hypotheses, they are important source of information for event organizers and reflect the evolution of participants' satisfaction in the years 2009 – 2011.

Key words: marketing, marketing mix, marketing research, customer satisfaction, sports management, sports marketing.