

Abstract

Title: Management of sporting event – 6 Nations

Objectives: Target of the thesis is brought and defines problems with organization sport action 6 Nations. Whole organization will be describe and next will be analyzed the problems, with which the organizers had the opportunity to meet. With help of selected theoretic method will be on the conception of the project the next year show, how prevent and eliminate the arising situation so as the negative repercussion was least. The most important chapter is propagation of the action and options, that this part was the best result.

Methods: With help of descriptive case study and date analysis of case study will be description organization of whole action that will be analyzed. On a questionnaire and discussion will be shown problems with propagation and will be devise the methods of propagation so as the propagations was the most intensive and reach target groups. In conclusion is done generalization the obtained results and setting assumptions to successful organization of sport enterprise.

Results: Have been identified deficiencies in quality of propagation that wasn't focused on ideal target groups and thus not be met, which was set before the event. The main purpose was expand the water polo between people and get to water polo another young active sportsman.

Keywords: marketing, management, marketing communication, marketing strategy, water polo