

Abstract

Title: Management of Athletic Competition

Objectives: The aim of the thesis is to analyse the management and in part the marketing of the senior league competition lead by the Czech Athletics Federation in the current form. Several improvements on the basis of the acquired knowledge were suggested.

Methods: The descriptive analytical method and the SWOT analytical method were used. The former method was used for the analysis of the acquired materials on the management of the athletic league team competition of the Czech Republic. The SWOT analytical method was used for the analysis of the internal and external environment of the league team competition. On the basis of the latter several proposals for improvement were suggested.

Results: It was found out that the Czech Athletic Extraleague should be aimed more at the audience. Currently carried out changes help to reach the goal. The improvement of the PR of the league should be gained, a partner for the league should be found and also the audience service related to the match should be improved. It appears that the simplification of the whole system of the league team competition would be of use.

Keywords: athletics, management, team competition, competition organization