

Abstract

Title: Marketing activities of sport club Tatran Střešovice

Objectives: The aim of this work is to propose appropriate measures for more effective floorball club marketing work, especially towards the fans, partners and its own club members, in accordance with specific environment.

Methods: Analysis of internal and external factor of sports organization, case study, document analysis, interview

Results: Summary of recommendations for improvements in various areas of the marketing mix, work with club members, fans and partners of the club

Keywords: Marketing mix, Tatran Střešovice, Communication mix, Interview, Sponsorship