

Abstract

Title: Comparison of marketing concepts of basketball clubs ČEZ Basketball Nymburk and BC Žalgiris Kaunas

Objectives: The main objective of this work is to analyze current marketing concepts of basketball clubs ČEZ Basketball Nymburk and BC Žalgiris Kaunas as refers to the target group, promotion goals, specifics of sport advertising and eligibility of particular parts of marketing mix. Based on the comparison to make a concept of improvements and changes in existing marketing conceptions.

Methods: The main method of this work is descriptive analysis; personal questioning and comparison are also used. SWOT analysis was made form gained data.

Results: The thesis proved that marketing concept of two clubs at the same level in the country can differ a lot. Especially in term of history, tradition, popularity of sport, external environs and sport goals. The comparison showed that the marketing concept of BC Žalgiris Kaunas is more sophisticated and on higher level. Possibilities of change and improvements in marketing concepts of both clubs resulted from the analysis.

Key words: marketing, marketing concept, marketing mix, sport advertising, basketball