

Abstract

Title: Management and outsourcing of ski courses for secondary schools

Objectives: The aim is to build a case study of a fictitious company whose business is the organization of ski courses for secondary schools using outsourcing. This objective is achieved through market research that identifies the view on the issue of headteachers at Czech secondary schools.

Methods: A quantitative method of questioning was used for the research, which took place in both written and electronic form. The case study of a fictitious company uses a marketing mix of services as a tactical tool.

Results: The assembled case study of a fictitious company, based on the results of an investigation, is a concrete plan for the first year of its existence. The company is able to provide the organization at a competitive price level to existing ski courses at secondary schools.

Keywords: management, outsourcing, ski courses, sport event management, marketing mix of services, case study, research survey