

Abstract

BASKETBALL CLUB USK PRAHA MARKETING MIX ANALYSIS

Targets: The goal of this thesis is to perform an overall evaluation of the existing USK Praha marketing mix and its components. Based on this analysis suggest possible modification that would lead to a better club economic outcome.

Methods: There will be used a SWOT analysis to analyze current club marketing mix. This analysis will point to strong and weak club sides and threats and opportunities that it faces up to. Very important source of information will be an informal meeting with a club management as well. A questionnaire research will be used to find out fan's opinions on individual parts of club marketing work. Final proposals will also include my own knowledge.

Results: Based on used methods, there will be suggested specific modifications in every individual parts of marketing mix that would lead to a better club economic outcome. These suggestions will be offered to the club's leadership, that will decide to follow these or not.

Key words: marketing, marketing mix, communication mix, marketing research, corporate identity, SWOT analysis, questionnaire