

ABSTRACT

- Title:** Marketing concept for I. ČLTK Prague
- Objectives:** The main objective of this work is to create a marketing concept for I. ČLTK Prague, which identifies current and future state of the organization, the organization's objectives and strategies to achieve them, defines marketing mix and determines how to implement and control set strategies.
- Methods:** In my work I used a combination of qualitative and quantitative research. To define initial situation, I used the descriptive research, specifically the technique of observation. For further information on the situation I interviewed managers of the organization. For the evaluation of external factors I applied the STEP analysis. Quantitative research was represented by marketing research in the form of electronic and written questioning. For the formulation of strengths and weaknesses of the club, opportunities and threats I used the SWOT analysis, which I used also for competitors.
- Results:** Within the thesis a marketing concept for I. ČLTK Prague was developed.
- Keywords:** Marketing, marketing concept, marketing mix, marketing research, sponsorship.