

Abstract

Title of thesis: Analysis of the marketing activities of contributory organization, Sports equipment of the Jicin city.

Aims of the thesis: The aim of the study is to analyze the current marketing activities of contributory organization dealing with sports facilities in Jicin. Next aim is to find the extension and quality of these activities in the relation to customer. In case of poor or inadequate usage of it, the suggestion of new marketing activities is the goal.

The thesis consists of two main parts, the theoretical base and practical, which processing of marketing analysis and presentation of new proposals. The theoretical part is focused on the characteristics of funded organizations and their relationship to marketing, definition of marketing terms and concepts, and approaches the relationship between marketing and sports organizations. In the practical part the specific contributory organization is introduced and its marketing activities are investigate using questionnaire exploration and marketing analysis. Then, on the base of the results, suitable proposals are recommended, which could lead to stability and development of marketing activities.

Methods: In this analysis is used of the method for personal and written interviews, which were the basis for development research. For the evaluation of data and information is used marketing SWOT analysis.

Results: Using choosen methods, it was found that the marketing activities of the contributory organization SZMJ are from perspective of the respondents mostly inconclusive. The most frequently used communication channel, where current and potential visitors sources for information about the offered marketing activities, is the internet and 20 % respondents don't perceive anything offered marketing activities. Based on this analysis, the proposal to improve the current marketing activities was finally made .

Keywords: marketing research, analysis ,marketing activities, contributory organization, the Sports facilities of Jicin.