

Abstract

Title: Marketing mix of musical,culture and sports event: Celebration of the right and left coast of the Vltava.

Objectives: The aim of this thesis is to evaluate and organize cultural and sports event with the annual tradition to describe the processes associated with planning and implementation of the project itself and to develop guidance for the successful organization of other classes or events of a similar type.

Methods: The best method I chose is the SWOT analysis, so I dismantled the strengths and weaknesses and outlined the opportunities and threats of festival.

Results: With the help of the SWOT analysis, we evaluated the individual components of the festival, recapitulated goals, their success or failure of performance and outlined proposals for improving the material, marketing and management.

Keywords: Marketing, Management, SWOT analysis,

