Subject: The marketing concept of FC Viktoria Plzeň

Objectives: The main objective of this work is to create a new marketing concept, using the analysis of the internal and external factors and the SWOT analysis. The concept will improve the marketing concept of the football club FC Viktoria Plzeň.

Methods: To determine the weakness in the marketing concept was used the method of analysis of internal and external factors. In the analysis of internal factors has been used analysis of the sources. In the analysis of external factors analysis method was used in the competition. Then everything was summarized in a SWOT analysis. The analysis will help create a new marketing concept.

Results: The results of the analyses have pointed to shortcomings in internal and external analyses of the football club FC Viktoria Plzeň. Subsequently the new marketing concept was created, where it was suggest exchanging seats for more comfortable ones. This would increase the comfort while watching the game at the stadium. Furthermore, it was suggest regulating prices. And the price has been set for pensioners, families and loyal fans. Subsequently was proposed how to invest in the education of youth. It was also proposed the greater use of social networking sites.

Keywords: marketing, football, marketing mix, resources, competition, sports club