

## **Abstract**

**Title:** Marketing strategy of Tatraň Omlux Střešovice

**Objectives:** The aim of this work is to evaluate the current marketing activities of club Tatraň Omlux Střešovice. Based on the findings suggest such measures that would increase the interest of visitors and partners of the club.

**Methods:** Case study, analysis of club the document, interview, SWOT analysis

**Results:** Suggested activities that would improve the club had its marketing mix as to its fans and partners.

**Keywords:** floorball, Tatraň Omlux Střešovice, sports marketing, analysis

