

Abstract

Title: Marketing mix of Czech Taekwon-Do ITF Federation

Objectives: Main objective of this diploma thesis was an analysis of marketing mix of the Czech Taekwon-Do ITF federation and making of suggestions for its improvement. Partial goals were aimed at analysis and description of the organization and of the environment in which this organization exists.

Methods: Qualitative marketing research method has been selected to meet purpose of this thesis. Methods of case study and in-depth interview have been used also together with SWOT analysis.

Results: Outcome of this thesis consists of a draft with suggestions for optimization of marketing mix. Foremost these improvements have been suggested: changes in promotion, utilization of sponsors and also update of some product items and prices.

Key words: Marketing mix, Taekwon-Do, case study