

Abstract

The "Marketing and PR Activities of Spartan Race Serial" focuses on the growing popularity of this type of racing around the world. Hurdle races experienced a huge boom in the last decade not only in the US but also in Europe. Spartan Race is, in this respect, one of the most successful international concepts which first entered the Czech market and Central European market in general. This work aims to analyze the used marketing and PR techniques of Spartan Race Series races with a focus on online communication. At the same time, a qualitative survey was conducted on a sample of 50 respondents from the Czech and Slovak Republics. It is to identify the strengths and weaknesses of the aforementioned series of races. Emphasis is placed not only on the organizational skills of the organizers, but also on overall communication towards the customer.