Abstract

**Title:** Marketing mix of dance school Easy dance 2000 Nymburk

**Objectives:** Based on analysis of current marketing mix propose specific adjustments to the various instruments of the mix. Analysis of the marketing mix includes a description and research.

**Methods:** For description of the marketing mix is used two qualitative methods - participant observation and informal conversation. The survey was conducted quantitative method - written questioning. As part of this questioning were conducted three investigations corresponding division of the research group.

**Results:** Marketing mix of dance school was evaluated very positively by members of the school and parents. Respondents are satisfied with product which includes dance styles, participation in competitions and training camps. Price is adequate. Most respondents got the reference of the dance school from their friends or acquaintances. Deliberate promotional methods were ineffective. 75% of respondents use internet communication (website and Facebook). Respondents say that the type of communication is out of date. Respondents are satisfied with dance instructors even though they are screaming and they are strict. Parents are not always informed in advance. Develop improvement proposal apply to all marketing mix. Leaders of dance school can through these suggestions improve the perception of the marketing mix of both children and parents.

**Keywords:** marketing mix, 7P, dance, children, parents