

## **Abstract**

**Title:**           MARKETING AUDIT OF SKI SCHOOL

**Goals:**           Invent a ski school marketing audit structure which will be used for carrying out marketing audit of real ski school in South Africa. Make suggestions about marketing conception of the ski school based on the marketing audit results.

**Method:**         Methods used in thesis are analysis of documents, BCG matrix, Porter's five forces analysis, PEST analysis and SWOT analysis.

**Results:**         Ski school marketing audit and suggestions about its marketing conception, which can be used as model how to carry out a marketing audit of any ski school or any other sport services organisation. Specific suggestions can be also used in real business by the ski school.

**Key words:**     Sport services, marketing mix, promotion, ski school