

Abstract

Topic: History and marketing analysis of NBA

Objectives: The main objective of this work is to introduce and describe the highest American basketball league – NBA. Clarify the historical organizational structure, function in society, practical operation and their marketing component. Another else to further evaluate increasing of foreign players in this organization. Detect trends of using various marketing tools, promotional activities, way of raising finance and operation of entire system. In conclusion, I express using SWOT analysis of positive and negative aspects for current and future functioning of the entire league.

Methods: This thesis is a theoretical paper that has a descriptive and analytical nature, so the main method used is an analysis and study of documents, literature and web sources. The information was analyzed and comprehensively processed.

Results: The analysis shows that NBA is one of the most innovative organization in the field of sports marketing in the global market of sports organization. The success is mainly associated with extensive communication with fans and supporters. And with activities in many brands of social lifestyle. Implementation of marketing strategy for engaging foreigners and their application for admission to other global markets, is starting to show the organization and with each passing day becomes more popular in the world. However, we must remember that all activities undertaken by the NBA, are dealt with in terms of profitability. So that all those matters of league activities, are designed to produce money from this sport and marketing is only a means to achieve this goal.

Key words: NBA, history, marketing instruments, sport migration, basketball