

## **Abstract**

**Title:** Marketing research of massage course absolvents' satisfaction in Dexter Academy.

**Objectives:** The main goal of this thesis is to acquire the valuation of massage school courses and services in DexterAcademy from the absolvents of these courses. The valuation is acquired by the research of absolvents' satisfaction, which is one of the main goals of this thesis. Another goal is to present, based on the obtained information DexterAcademy suggestion that might lead to the improvement of massage school courses and services.

**Methods:** Marketing research based on the method of written survey has been used to investigate the absolvents' satisfaction. The sampling unit is made of the absolvents of massage school courses, who were chosen at availability in time of data collection.

**Results:** The survey evaluation has shown some deficiencies in DexterAcademy. Consequently, steps to abolish these deficiencies were designed and if followed, the absolvents' satisfaction should be improved.

**Keywords:** educational services, sport services, questionnaire construction, marketing mix, massages