

Abstract

Title: Marketing mix FC Tango Brno

Objectives: The objective of this bachelor thesis is to analyze marketing and communication mix of futsal club FC Tango Brno, to highlight the strenghts and weaknesses and propose measures for its improvement.

Methods: What I needed to do in my thesis was to analyze the internal documents as well as focus on the current situation of the club and also to create a collection of club's data (economic data). Furthermore, I also used a „interview method” with the club's president Jiří Štěrba, players and fans representative.

Results: The analysis of the marketing and communication mix of the futsal club has shown that it is also necessary to propose feasible measures that would improve some of the marketing and communication tools greatly.

Keywords: Marketing, marketing of sport, marketing and communication mix, sport, futsal, merchandising