

Abstract

- Title:** The proposal for marketing communication of sports equipment BungyPump
- Goals:** The goal is to analyze and evaluate the current marketing communication of BungyPump, based on the acquired data and findings and propose a new improved marketing communication.
- Methods:** Methods of qualitative research have been employed to assess the current marketing communication – specifically an interview with the instructors, participant semi-structured observation and analysis of internal documents.
- Results:** The output of the work is a proposal for the improvement of marketing communication of BungyPump, including new means of communication and efficiency improvement of the current means. It is primarily the possibility to test the poles during organized walks. New leaflets and a website have been designed for this purpose. The proposal also utilizes new trends in marketing, namely guerilla marketing.
- Keywords:** communication mix, promotion, in-depth interview, participating observation, sports product, fair trade and exhibition