

ABSTRACT

- Title:** Marketing plan of PTU Praha
- Objectives:** The main goal of this diploma thesis was to create a marketing plan for PTU Praha, including analyses of external and internal surroundings. The reason was to propose a concept for that organisation to increase its prosperity by marketing activities.
- Methods:** Both methods of analyses, qualitative (interview and expert panel) and quantitative (written or electronic survey), were used.
- Results:** Data acquired from qualitative analysis was utilized and summarised in the results section of this diploma thesis. Based on those results and gathered information from interviews the best strategy with optimal composition of marketing-mix tools has been chosen.
- Key words:** Marketing plan, marketing mix, Prague Sports Union, PTU Praha, sport organization, non-profit organization, PEST, SWOT