

Title:

Project of management and marketing
of event Coca-cola School Cup in time period 2009-2011

Work goal: Analysis of marketing and management of event Coca-cola School Cup and advices of innovation for this event.

Methods: Descriptive analysis, Interview with experts, SWOT analysis.

Annotation: The project Coca-Cola School Cup for the years 2009 – 2011 involves innovation approaches in particular manager activities of this sport event. The innovation approaches result from SWOT analysis and depth interview with experts and are crucial for the decision-making process of the management team.

Results: Conclusion and advices for the management team.

Key words: Marketing, management, sport's events, descriptive analysis, Interview with experts, SWOT analysis, innovation.