

## **Abstract**

**Title:** Marketing mix of HC Energie Karlovy Vary

**Objectives:** This thesis is based on a questionnaire responses obtained from HC Energie Karlovy Vary fans. Its objective is focused on evaluation of their opinions on the marketing mix, their subsequent interpretation, and finally even development of recommendations for improvement based on previous analysis.

**Methods:** Two methods are used to analyse the marketing mix. The first method is qualitative participant observation. The second method is a quantitative, electronic questionnaire that is used to obtain relevant data about the marketing mix.

**Results:** Over ten recommendations for improvement were created based on the analysis of the marketing mix. Product and promotional type is most of them. The main recommendations concern enhancements of the supporting program, changes in attitude of the security guards, and efforts to increase the contact between fans and club.

**Keywords:** marketing, ice-hockey, marketing mix, marketing research