

Abstract

Title: Management of the McDonald's Cup 2015 final tournament

Objectives: The main objective of this thesis is to provide a detailed analysis of the management of the McDonald's Cup 2015 final tournament known as the Festival of Football, to present its strengths, weaknesses, potential opportunities and threats and then, based on previous analyses, to create a list of suggestions and recommendations leading to the elimination of the weaknesses and threats and thus to development, increase of the popularity and to improvement of the hosting the McDonald's Cup in the next years.

Methods: In order to achieve the objectives of this thesis, within the case study methods of participating observation, informal in-depth interview, document analysis and SWOT analysis were used.

Results: The thesis describes in detail the whole process of organizing the mentioned youth sports event from the preparatory phase through the planning phase and implementation to completion and evaluation. The case study revealed deficiencies of the event especially in the area of financial security, promotion and in the event program. On this basis, a series of suggestions and recommendations leading to the elimination of these deficiencies and to further development of the project in the next years. These results are partially applicable even in the case of organizing another sporting events of a similar nature.

Key words: Management, sport event, planning, organizing, football, McDonald's Cup, case study, SWOT analysis, marketing