

Abstrakt

Title

Marketing conception of Czech cup in white water slalom

Dissertation purposes

Analysis of present situation of Czech cup by the help of SWOT and STEP analysis, use this results together with another observation to create effective and elaborate marketing strategy. Thanks to the information that were get I propose also some sponsor packages divided according to different types of partnership that could be used for the Czech cup in the next sesion (i.e. 2009).

Method

Presentive analysis is used in all of this dissertation which interprets data obtained by STEP analysis, SWOT analysis and interview.

Results

Comprehensive analysis of Czech cup in white water slalom, suggestion of suitable partners leading to improving present situation and suggestion of cooperation including the marketing's campaign schedule.

Keywords

Czech cup in water slalom, marketing conception, SWOT analysis, sponsorship, communication