

Title: Marketing survey of customer satisfaction with the aqua-aerobic service in the Baby Club Juklík, Ltd. Company.

Aim of the thesis: To carry out a model marketing survey in connection with the aqua-aerobic service in the Baby Club Juklík, Ltd. Company.

Method: The problem was examined by using a marketing survey, a method of a written interrogation with a prepared questionnaire. The questionnaire was filled in by the customers of the company, who have already at least once used the aqua-aerobic service in the Baby Club Juklík, Ltd. Company.

Results: The results illustrate the usage of marketing survey in context of monitoring customer satisfaction with a certain service in the sports industry.

Key words: Marketing, services, customer and customer satisfaction, marketing survey, questionnaire, aqua-fitness, aqua-aerobic.