

## **Abstract**

**Title:** **Football match of AC Sparta Praha as a product for marketing**

**Objectives:** The main goal of the thesis is to elaborate suggestions and recommendations for improvement of marketing activities on the match-day.

**Methods:** The improvements are based on electronic interviewing AC Sparta Prague fans and personal interviews with marketing experts in the field of football. Direct observation without use of technique was used as well.

**Results:** Recommendations and suggestions are focused on making more effective use of the marketing elements of AC Sparta Prague football matches. The main reasons for fans dissatisfaction are lack of toilets and its uncleanness, low capacity of food stall and slow operation. Safety and match-day program can be improved as well due to fans' opinion.

**Key words:** Sport marketing, fans' satisfaction, marketing research