

Abstract

The purpose of the bachelor thesis is to analyze the marketing concept of Prague Streetball League and its marketing goals. For processing the analysis, we used 7P marketing mix, SWOT analysis and questioning of players to find out their attitudes to the league. Based on the results of the analysis, we will attempt to propose steps to marketing activity. We will try to recommend how to use marketing strategies to expand the number of teams in the Prague Streetball League and how to improve the competition as the whole to satisfy players and leadership. First, we have compiled a SWOT analysis on our own knowledge. After the season we got answers from 10 players from 8 teams. Based on the SWOT analysis, marketing mix and player's answers, we found out what needs to be reviewed and reorganized in the Prague Streetball League. The most important points that need to be reorganized are rules and quality of the pitch and baskets. Furthermore, the appearance, clarity and complexity of websites, that might discourage potential players and at the same time to spread the promotion to different media.