

Abstract

Title: Marketing plan of a sports club in a non-profit environment

Objectives: The main aim of this thesis will be to create a marketing plan for non-profit sports organization TJ SK Markvartice based on collected and analyzed data. The created marketing plan will be based on an analysis of the current situation of the club and at the same time use the knowledge of non-profit marketing so that the goals set are achieved in 2020-2024.

Methods: In our work we used methods of participatory observation, semi-structured interviews, analysis of texts and documents and SWOT analysis method. All these methods were applied in order to create a detailed situational analysis of the researched sports organization, which helped to identify the most important factors affecting the researched entity and based on them to determine marketing goals and strategies of the sports organization.

Results: Based on a thorough scrutiny of the club's target market (social group) and factors influencing the internal and external environment of the sports organization, the most suitable marketing strategy has been chosen. The implementation of this marketing strategy was carried out in the form of complex of preferred marketing precautions, which we identified as the most important elements with regard to meeting the set system of organizational goals and financial capabilities of the club. In addition to comparing the costs associated with the implementation of marketing plans with the financial capabilities of the organization, an action program of individual priority precautions and a system of their control was created in order to set a schedule of sub-activities detailing the precautions and determine those responsible for fulfilling these activities.

Keywords: Marketing mix, SWOT analysis, SWOT matrix, association, non-commercial marketing, action program, marketing strategy.