

Abstract

This bachelor thesis is about satisfaction of students from private high school G.A.P. education studies Economic and bussines, specialized on management of sport clubs and companies. Goal of the thesis is to find satisfaction of students with school's services depending on student's expectations. The thesis is partly based on theory related with given theme and on the base of theoretic knowledge we are using marketing research based on questionnaire survey method as a useful tool for satisfaction recognition. The questions are drawn from two points of view; first aspect is importance of particular elements and the second aspect is satisfaction with those. For the clarity, the results of the survey questions are presented through graphs. On base of results there are made conclusions with suggestions for possible improvement.

Key words

Education system, services, satisfaction, satisfaction of students, marketing research