

Title: Management and marketing of sport's event: tennis tournament ECM Prague Open – project for timeperiod 2009-2010

Objective: To present strengths and weaknesses of tennis tournament ECM Prague Open based on analyse of past events untill the year 2008 and create the project of opportunities for improvement in future.

Methods: Selected methods used for research are descriptive analysis and SWOT analysis.

Result: Project for improvement of current tournament management along with price statement.

Key words: Management and marketing, SWOT analysis, descriptive analysis, sport's event, tennis tournament ECM Prague Open