

Abstract:

Title: Football club Bohemians 1905 Marketing Mix Analysis and Proposals for Its Improvement

Targets: Analysis of individual elements of the marketing mix. Communication with the club fans and to determine their views on the current marketing mix. Then formulate proposals to improve the image and marketing activities of the club.

Methods: The current marketing mix will be analyzed through case studies and SWOT analysis, the result of which will be strengths and weaknesses of the club. Another source of data will be an informal interview with the management of the club and a questionnaire that determines the attitudes and opinions of fans. To the collected information I will add my own knowledge. Then I will try to propose recommendations to improve marketing mix.

Results: with these used methods will be developed proposals for the improvement of the marketing mix. These will be presented to the club and realization of these proposals will be on management of the club

Keywords: Marketing, marketing mix, communication with fans, the image of the club