

Abstract

Title: Marketing communication of World championship in acrobatic rock and roll 2013

Goal: Evaluation of marketing communication of World championship in Acrobatic Rock and Roll 2009 and proposing marketing communication of 2013

Methods: In this work were used analysis of texts and documents, qualitative interview, observation and SWOT analysis.

Results: New integrated proposal of marketing communication with two appearance variations of advertising leaflets.

Key words: Marketing, communication mix, sport event, analysis of documents