

Abstract

Title:

Marketing in floorball

Objectives:

The main objective of this thesis is to propose marketing recommendations applicable to the floorball club FB Hurrican.

Methods:

The method used in this bachelor thesis is threefold: firstly an interview in accordance to the instruction, secondly the PEST analysis and in the third place SWOT analysis.

Results:

The aim of the thesis is to put forward two particular ad campaigns, which shall be taken into consideration and used for the sake of winning the interest of the local fans in Karlovy Vary. Furthermore the aim is also to describe the manager's process of approaching potential club partners.

Key words:

floorball, sport club, marketing mix, marketing communication, sponzoring, FB Hurrican Karlovy Vary, advertising campaign