

## **ABSTRACT**

**Title:** AC Sparta Praha futsal marketing mix and proposals for the improvement

**Objectives:** The main objective of this bachelor work was to examine a marketing mix of AC Sparta Prague futsal club and based on the acquired information propose measures which will lead to the improvement of the current situation as well as the bigger public interest.

**Methods:** In the theoretical part was an analysis of documents applied. A structured interview with open questions was used to acquire basic information about the club, the current marketing mix and the information needed for the executed analyses. Based on the observation of “A” team matches, the case study and the study of documents the survey of club environment conditions was conducted. PEST analysis and the analysis of sources were used for club environment analysis. SWOT analysis was created to sum up all found out information.

**Results:** Results have displayed unprofitable functioning of AC Sparta Prague futsal club and deficiencies in the marketing mix, primarily in a club merchandising, accompanying program and promotion.

**Keywords:** futsal, interview, sports marketing, SWOT analysis