

Abstract

Title: Marketing mix of FK Pardubice and proposals for its improvement.

Targets: Analysis of various marketing instruments that form the marketing mix sports club. Determine the views of fans for marketing the club and then suggest ways to improve the quality of marketing mix, which would lead to higher customer satisfaction and attendance of matches.

Methods: Analysis of literature in the field of sports marketing, implementation and evaluation of the questionnaire, informal interviews, participant observations and case study analysis of the marketing mix.

Results: To improve the quality of marketing mix have been suggested recommendations. Suggestions relate primarily expansion manpower, proactive communication with supporters and improving promotion.

Key words: Questionnaire, marketing, marketing mix in sports, sports marketing.

