

Abstract

Title: Marketing mix of Classic Ski School in Rokytnice nad Jizerou

Objectives: The aim of the diploma thesis is to analyse marketing mix of Classic Ski School in Rokytnice nad Jizerou. The analysis includes comparison of given information with theoretical acknowledgement. The aim of the diploma thesis is to recommend some changes of marketing mix of Classic Ski School in Rokytnice nad Jizerou that could be helpful in following seasons according to the given comparison.

Methods: The main method of collecting data needed for this diploma thesis is an interview. Interview was given personally and via mobile phone by management of Classic Ski School in Rokytnice nad Jizerou and by ski school's customers. There is also SWOT analysis provided in the diploma thesis, where internal and external factors of Classic Ski School are being evaluated.

Results: While analysing the marketing mix of Classic Ski School in Rokytnice nad Jizerou, an insufficient usage of some parts of marketing mix – for ex. Packages, Programming - was found out. Interview has shown that customers are interested in buying packages of services. Additional partnership would be required for creating these packages. There were other parts of marketing mix shown as insufficient – portfolio of current products, physical evidence and promotion of Classic Ski School on the internet or on the slope. Place was evaluated as the best part of marketing mix as there were advantages of direct distribution given. According to results of SWOT analysis where weaknesses and opportunities exceeded the rest, the defensive strategy was set as the most effective one.

Keywords: marketing, sport marketing, marketing of services, marketing mix, SWOT analysis