

ABSTRACT (English version)

Title:

Management and marketing of the sport event – a Cross-country World Cup race
Prague Ski 2007

Objectives:

The objective of the dissertation is a detailed management and marketing analysis of the sport event Prague Ski 2007, error analysis and the elimination of the errors for the next year.

Methods:

Describing analysis, SWOT analysis of the strengths, weaknesses, opportunities and threats and interview have been chosen as the proper methods for reaching the objectives.

Results:

The dissertation shows the possibilities how to organize an international sport event more effectively and brings a short instruction manual how to organize a similar sport event.

Keywords:

describing analysis, SWOT analysis, interview, sports management, sponsorship, sport event management