

Table of Contents

Foreword (Eva Čáslavová)	7
1. TRENDS IN THE DEVELOPMENT OF SPORTS MARKETING (Eva Čáslavová)	11
1.1 Megatrends influencing the development of sports marketing	11
1.1.1 Megatrend 1: Income and wealth	12
1.1.2 Megatrend 2: Working time and leisure	12
1.1.3 Megatrend 3: Changing values	13
1.1.4 Megatrend 4: Changes in technology and medicine	13
1.1.5 Megatrend 5: Changes in population growth and urbanisation	14
1.1.6 Megatrend 6: Sport and economics	15
1.2 Trends in today's sport and requirements for the sport of the future	16
1.2.1 Increasing leisure spending	16
1.2.2 Increase in sports activities	17
1.2.3 Sport as an individual experience	18
1.2.4 New technologies in training and competitions	19
1.2.5 Changes in the natural and physical environment	20
1.2.6 Commercialisation and globalisation of sport	21
1.3 Future trends in sports marketing	24
1.3.1 Elements to build on	24
1.3.2 Strategic marketing	27
1.3.3 Tactical marketing	29
1.4 Trends in Czech sports marketing	34
2. DEVELOPMENT OF SPORTS MARKETING TRENDS IN RELATION TO ONLINE ELEMENTS USED IN THE MARKET ENVIRONMENT (Daniel Opelík)	37
2.1 Trends in the online environment in the Czech Republic	38
2.2 Online marketing trends applicable to sport	41

2.3 Selected trends and their application to sports marketing	46
2.4 Recommendations for working in online sports marketing	47
3. USE OF SELECTED ELEMENTS OF ONLINE MARKETING IN THE SPORTS ENVIRONMENT (Daniel Opelík)	49
3.1 Online marketing strategy	49
4. SPORTS CELEBRITIES AND THEIR USE IN SPORTS MARKETING (Josef Voráček)	61
4.1 Reference groups	63
4.1.1 Types of reference groups	68
4.1.2 The use of reference groups in marketing	69
4.2 Celebrities	74
4.3 Sports celebrities in marketing communication	78
4.3.1 Celebrity endorsement	86
4.3.2 The effects of celebrity endorsement	88
4.3.3 Choosing a celebrity for marketing communication	98
4.3.4 Ways of using sports celebrities in marketing communication	109
5. DEVELOPMENT TRENDS IN SPORT SERVICE MARKETING (Jan Šíma)	118
5.1 Sport industry	119
5.2 Sports services	120
5.2.1 Classification of sports services with active participation of the customer	121
5.3 Characteristics of sports services	125
5.4 Sports service provider marketing strategies	129
5.5 Marketing mix of sports services	130
5.6 Modern trends in sports services	141
Summary	148
List of abbreviations	150
Index	151