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VORAVIT PATANAITIKUL : MARKETING OF TELEVISION SOCCER PROGRAM IN THAILAND. THESIS
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The purpose of the research is to study the Marketing Structure of Television Soccer Program in Thailand, as well as the marketing management of the program entrepreneurs.

The results that are based on the theory of marketing structure shows that Television Soccer Program which is a very popular program on television, has the marketing structure that is, there are producer - the owner of Broadcasting right, product - Soccer program, the middleman - Agent company who buy the air time and television station, and the consumer - the audiences. Moreover, the factors that also involve in Television Soccer Program structure are Sponsor, Rating of the program, Advertising Agency, Commentator, and other medias.

The entrepreneurs of Television Soccer Program will play a role as marketer who bring the fundamental of marketing mix (4 P) to use for achieving this business. However, the factor of program rating make the entrepreneur emphasis on the product oriented concept. But they also use other marketing concepts to help the program become success.

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