

##C550647 : MAJOR MASS COMMUNICATION

KEY WORD: MARKETING / THAI-BOXING / TELEVISION

SOMKIAT YANGCHUENSAWAT : MARKETING OF THAI-BOXING ON TELEVISION.

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The purpose of the research is to study the Marketing Structure of Thai Boxing and Thai Boxing business administration on television.

The results are based on Whannel's theory shows that Thai-boxing become one of the most popular sports. In the same time Thai-boxing on television becoming a multi-billion baht business. The factors of Thai-boxing structure includes stadiums, promoters, supporters, boxers, refferies and audiences.

Promoters play a major role in the business and use the marketing management; including, marketing mix(4P) to administer the business to achieve this target. Besides the good marketing plan they have to distribute benefits and profits to all involved.