

Abstract

Title: Marketing communication of the hockey club HC Energie Karlovy Vary

Objectives: The main goal of this thesis is to prepare specific and feasible proposals for improvement of marketing communication of the hockey club HC Energie Karlovy Vary.

Methods: In the thesis were used methods of qualitative interviews that were made in the form of semi-structured interview. These interviews helped me to get into the issue of marketing communication at the sports club and also to gain the opinion of the audience on the club's marketing activities. In the thesis were also used methods of observation and analysis of internal documents.

Results: In the thesis was made analysis which identified weaknesses of the hockey club HC Energie Karlovy Vary. The analysis shows that the club has the biggest problems in sponsoring and promotion. Based on this were made specific proposals for improving marketing communication.

Keywords: Marketing, sponsoring, advertisement, audience, sports club