

Abstract

Title: Marketing communication of Hervis Sports company

Objectives: The main aim of the Diploma Thesis is to analyse marketing communication of Hervis Sports company and its suggestions for improvement based on informations of Hervis Sports employee, the results of research and analysis of documents.

Methods: The main methods of collecting data used in this Diploma Thesis were in - depth interview with one of the head employees of Hervis Sports company and marketing research focused on knowing Hervis Sports and its communication methods. For the description of marketing communications was used analysis of documents.

Results: From results of in – depth interview and marketing research has been found that in current time marketing communication is more focused on customers shopping in stores. The most money Hervis Sports spend for marketing communication with customer through leaflets. Based on marketing research has been found that 71 % of respondents received leaflets at least once. Hervis Sports hardly work on improving of online communication and started to invest more money to this section. Results of marketing research show that people connect Hervis Sports with sport's goods and clothes.

Keywords: marketing, communication, customer, strategy, e-shop