Abstract

The title: The communicative strategy of F2 fitness center in Strakonice

The aim: The main aim of this diploma thesis is to propose new measures of the communication strategy for the following years. To obtain the data, there will be an analysis of the current communication strategy and the related awareness of population of Strakonice in terms of F2 fitness center in Strakonice.

Methods: In this diploma thesis, methods in both qualitative and quantitative research were used. In terms of qualitative research, there were interviews (structured interview according to instructions) with the head of the fitness center and participating observations at F2 fitness center. Quantitative research was used mainly for the method of personal interviewing the individual respondents. The total number of respondents interviewed is 211.

Results: The result of the diploma thesis is the proposal of new measures regarding the communication strategy of F2 fitness center in Strakonice. The measures contain some novelty in the field of modern communication that F2 did not have at the time of writing this work. This primarily concerns digital marketing, involving social networks focusing on PPC and CPM advertisement and their mutual interconnection between individual accounts. New measures also include the use of other traditional communication tools, including printed advertising, posters and leaflets.

Keywords: communicative strategy, sport marketing, interview, fitness center, online marketing, social networks