

Abstract

The bachelor's thesis “A comparison of Czech national football and ice hockey teams communication with supporters in the years 2014–2018” deals with the analysis and comparison of the way both selected national teams communicated with fans during the selected time period, which was chosen due to similar sports situations of both teams. The aim of this thesis is to describe the communication of both teams and to answer the question, whether and eventually how the approach of selected subjects differed. The theoretical part focuses on marketing and public relations in sports, with an emphasis on the characteristics of sports fans. The analysis part describes the context within which the communication of both national teams took place in the selected time period and then continues to explore the specific activities related to both subjects. The findings are then used in the comparative part, which aims to identify both common and different characteristics in the communication of both national teams with supporters.