

## **Abstract**

**Title:** Marketing communication of the Czech Baseball Association

**Objectives:** The aim of this work is to submit suggestions and recommendations for improvement of Czech Baseball Association marketing communication. Proposals and recommendations will be formed on the basis of an evaluation of the current situation of the Association's marketing communication.

**Methods:** Both quantitative and qualitative methods were used for data collection. The biggest benefit was the personal questioning of fans at the beginning of the Czech major league, on the basis of which a questionnaire for electronic interviewing was set up at the September final matches of the baseball league. For more information about current marketing communication was used an analysis of internal documents, websites, social networks, and a participant observation of the Czech Baseball Association strategic marketing meeting was conducted. A semi-structured interview with an expert was also conducted on the topic of marketing communication of Czech Baseball Association. I compared the obtained data on marketing communication in selected periods and evaluated them. The theoretical part was elaborated on the basis of study of professional literature.

**Results:** Federation has a great potential because it only uses marketing communication in a part and has a lot of occasion to implement several new marketing tools such as internet, influencer or video marketing. Employing another worker is the most important for making effective changes. The federation must be actively interested in fans behaviour, analyse the information about its fans and implement and evaluate marketing campaigns.

**Keywords:** fans, federation, online media, internet marketing, influencer marketing