

Abstract

- Title:** Marketing communication of the Czech handicapped representative in tennis Ladislava Pořízková
- Objectives:** The main objective of this thesis is to submit proposals for the improvement of marketing communication of Ladislava Pořízková based on the analysis and evaluation of the current situation.
- Methods:** Defining the current state of marketing communication of Ladislava Pořízková was made possible by qualitative methods, which include the analysis of documents and social networks, an in-depth interview with Mrs. Pořízková and also quantitative methods, namely a questionnaire survey with fans of Mrs. Pořízková. Mgr. Richard Valoušek, senior PR manager at Raul, s. r. o. was also given space to express his views on a comparison of ideas and marketing communications of Mrs. Pořízková. The overall summary was ensured by a personal SWOT analysis. Proposals for changes were processed based on the theoretical background, an analysis of the practical part, suggestions of fans, experts and own suggestions.
- Results:** The result are proposals for changes in the form of marketing communication modification, which are prepared based on shortcomings, but also the advantages of the current marketing communication of Mrs. Pořízková. The proposals correspond to the lack of funding for marketing communication investments, so they are primarily based on the correct use of communication channels and strategically planned content.
- Keywords:** wheelchair tennis, brand, promotion, communication channels, sponsorship