

## **Abstract**

**Title:** Marketing communication of the ice hockey club ČEZ Motor České Budějovice

**Objectives:** The main objective of this thesis is to create a suggestion to improve the marketing communication of the ČEZ Motor České Budějovice ice hockey club with fans.

**Methods:** A method of semi-structured interview with club's marketing director and two representatives of club's fans was used in the thesis. Further, an observation of three home matches of the club and an analysis of club's website and social networks were used too.

**Results:** Based on accomplished analyses and interviews, the biggest problem of club's marketing communication is bad use of some social networks which, however, should be a key tool. I have created recommendations to improve use of both social networks and other areas of marketing communication of the hockey club. The most important ones are editing performing on club's Twitter and YouTube profiles, next creating club anthem and TV series from backstage or playing an open-air match.

**Keywords:** marketing communication, sports club, fans, social networks