

Abstract:

Title: Marketing communication of the handball club TJ Sokol Nové Veselí

Objectives: The following bachelor thesis is focused on creating the measures and concepts of marketing communication of the handball club TJ Sokol Nové Veselí which will lead to its improvement.

Methods: Quantitative methods – such as analysis of documents and various texts, official websites and social media profiles – were used in the practical part of this thesis. Marketing research is also based on semi-structured interview with the deputy chairman of the club, and semi-structured interviews with three fans of the club.

Results: This thesis has revealed that the club does not use communication tools as effectively as it could due to its capabilities. The result of this work is the concept of possible improvements, which were involved in the marketing communication of the club during the creation of the concept itself. It was mainly about improving communication with its fans on individual profiles on social networks, websites or in direct communication. To maintain the positive development of changes, it is important that there is appointed employee working in the club who will work actively in this area. These suggestions led to improved communication between the club and its fans.

Keywords: communication mix, online communication, handball, fans, public relations