

Abstract

Title: Marketing communication of running project: Sokolský běh republiky

Main goal: Analysis and evaluation of marketing communication of Sokolský běh republiky in season 2019, what was the premiere season of the project.

Used research methods: Goals of this thesis were accomplished with usage of qualitative research methods. First used method was semi-structured interview with a spokesperson of the Sokolský běh republiky. Another one was a participated observation and secondary internal data provided by company Raul. Additional method was electronic questionnaire that was created on internet portal vyplnto.cz. It was distributed to the responders through Facebook running groups. Responders were random runners who responded voluntary and anonymously.

Results: Results revealed the quality of marketing communication of running event – Sokolský běh republiky based on the theoretical knowledge. Public opinion about existing marketing communication was also evaluated and survey's outcomes verified the public awareness of this event. In the discussion were mentioned recommendations for the future marketing communication improvements.

Key words: marketing, promotional mix, analysis, strategy, premiere season, running event