

Abstract

Title: Marketing communication of the SKLH Žďár nad Sázavou sports club

Objectives: The aim of this bachelor thesis is to create a plan to improve the marketing communication of SKLH Žďár nad Sázavou for the season 2020/2021. This plan is based on an analysis of the actual marketing communication of the sports club. The partial objective of this bachelor thesis is to assess the actual marketing communication of the club.

Methods: For assess of the current marketing communication were used qualitative methods. The main research methods used were analysis of documents, social sites and websites, observation and structured interview with the sport manager of the ice hockey club.

Results: The result of this bachelor thesis is a plan to improve marketing communication of SKLH Žďár nad Sázavou for the season 2020/2021. From the 2020/2021 season, the club will have a defined target group and also its goals for this season. They will mainly use social networks and websites to communicate with their fans. Public relations and sales promotion will be the most used tools of their communication mix. The whole plan was created so that the club would not incur any new financial costs.

Keywords: marketing communication, plan of the communication, social sites, ice hockey