

ABSTRACT

Title: Marketing communication of Grand Prix Brno in rhythmic gymnastic.

Objectives: The objective of this bachelor thesis is to propose a plan to improve the promotion of the Grand Prix Brno competition in rhythmic gymnastic, focusing on the use of social networks, based on the analysis of the marketing communication of the competition 2017. This proposal will be shown in detail on a concrete example of Instagram, as currently the most developing a social network.

Methods: In order to determine the marketing communication of the competition, the method of document analysis was used in this work. In addition, a descriptive case study was used, the subject of which was the marketing communication of Grand Prix Brno in rhythmic gymnastic 2017.

Results: The marketing communication of the Grand Prix Brno in rhythmic gymnastic 2017 was described. It was found to communicate mainly through the media, namely television, radio, print, outdoor advertising and the Internet, which do not include targeting the target group. Based on this, a plan for promotion of competition was created on the Instagram social network as the most dynamically developing social network. This proposal can be used by the organizers for the next Grand Prix Brno 2018.

Keywords: rhythmic gymnastic, competition, promotion, Instagram