

## **Abstract**

**Title:** Optimization of tennis club marketing communication depending on the Covid-19 pandemic

**Objectives:** The main objective of this thesis is to make an optimized proposal of marketing communication which can help to Tenis Centrum Dobříš handle their communication with customers during the pandemic rules and during the time with no limitations.

**Methods:** Qualitative research and analyzes of secondary data were used to achieve the main objective of this thesis. Focus group with owners of the club and a few coaches was used as qualitative research. Based on the obtained data, the current state of marketing communications was evaluated, and which led to the creation of optimized communication.

**Results:** The analysis revealed that the Tenis Centrum Dobříš does not use the potential of individual communication tools independently of the Covid-19 pandemic. Optimalization of the communication tools was design for the club especially for online communication tools. It can be used in times of pandemic restrictions but also in times when the club can operate without any restrictions.

**Keywords:** Marketing, communication, tennis, Covid-19