

Abstract

The thesis deals with the phenomenon of electronic sports in the Czech Republic and examines how the participants of the Czech esports scene use marketing and communication tools. The theoretical part defines the term computer game, esports and explains the principle of an esports scene on the example of a specific game. The subsequent chapter then describes the theoretical foundations of marketing, which are studied further in the thesis. The practical part first introduces the local esports scene, its history, and participants, and then describes the communication activities used by these participants. Based on the interviews and analysis, it was found that the marketing communication of the participants of the local scene is on a professional level and corresponds to international standards.