

## **Abstract**

**Title:** Online marketing communication of a selected sports club

**Objectives:** The main goal of this work is to propose measures to improve and modernize the marketing communication of the FbŠ Bohemians club in the online environment based on the identification of problem areas and shortcomings of current marketing communication.

**Methods:** A qualitative method of data collection was used in the work. Specifically, a semi-structured interview was conducted with the marketing director, followed by three other semi-structured interviews with fans of the selected club. In addition to the interviews, an analysis of social networks and the club's website was also performed.

**Results:** The result of the bachelor thesis is a proposal of measures to improve online marketing communication in the club. The most important suggestions include improving the writing of articles, especially those that are published after the match, continue using Facebook stories and publishing more content in the form of shorter videos. Suggestions for improvement are based on the identified shortcomings that resulted from the qualitative research.

**Keywords:** marketing, marketing communication, online marketing communication, floorball, sport club