

ABSTRACT

The bachelor thesis describes marketing activities of selected Czech tennis players on social media in the years 2015–2020. The theoretical part of the thesis focuses on the introduction of basic theories. Describes the basic theories of marketing, sports marketing, online marketing and influencer marketing. In the chapter focused on sponsorship, the thesis deals with the basic definitions of sponsorship, its application in sports and specifically in tennis. The chapter focused on tennis marketing and sponsorship deals with the application of theoretical definitions to tennis as a sport. The thesis describes what ways of sports marketing appear in tennis and explains how they work.

The practical part of the bachelor thesis is a quantitative content analysis of social media of selected Czech tennis players in meeting the objectives of the work. The research period is 2015-2020. The part is divided into five blocks, each block analyzes a selected tennis player and his three selected social networks Instagram, Facebook and Twitter. The individual blocks describe the marketing activities of Czech tennis players on social networks and what products they promote. The results of this analysis are then applied to research questions and hypotheses and a conclusion is drawn.