

## **ABSTRACT**

**Title:** Opinion of fans on historical icons of a selected club and their usage in marketing communication

**Objectives:** The aim of thesis is to introduce the point of view of current fans of football club AC Sparta Praha about historical personas and historical events and suggest a marketing communication based on the history of the club for the management of the organisation AC Sparta Praha.

**Methods:** In the thesis were used two methods, the first one was focus group, based on the findings out of the focus group was established questionnaire which means the second used method was quantitative research, specifically electronical questionnaire. The questionnaire served to collect data from respondents. For description of collected data from focus group was used a combined method of commented and literal transcription and for description of collected data from questionnaire was used method of description analysis.

**Results:** It was detected that expression of unappreciated players is not clear what exactly it means and its understanding is very divided. Experts in the focus group have selected 7 names which were Michal Horňák, Josef Jurkanin, Bohumil Klenovec, Josef Šroubek, Jindřich Rezek, Daniel Kolář and Michal Sáček. Based on their opinions was established questionnaire which was filled by 1404 fans, 230 of them did not completed the questionnaire to its fullest. Respondents have agreed with experts to some extend, in cases of Michal Sáček and Michal Horňák is the agreement totally clear. Michal Sáček has also become „absolute“ unappreciated player, because he was the most named player in a open question and was also mentioned in five examples for given decision. Fans have also marked neutral values in the question about their interest of the topic about unappreciated players of AC Sparta Praha. In the question of the usage of communication channels they stated, they would like to see this topic to be communicated by social sites, they would also like for a museum of Sparta to be created and they would like to hear about careers directly from players by the means of podcasts or interviews.

**Keywords:** unappreciated player, focus group, questionnaire, fans, experts, communication, recalling, definition, agreement rate, Sparta Praha