

Title:

Optimalisation of communication between HC Letci Letňany and parents.

Abstract:

Bachelor thesis Optimization HC Letci Letňany communication with parents is about communication and PR activities of the club in relation to the parents of players first class. The work is based on primary and secondary sources of information. Its main objectives are to assess the current status of team communication with parents, based on observations of running the team, consultation with opinion leaders and the parents received a questionnaire survey, and devising a set of principles that would lead to more effective communication of the club. The theoretical framework is to define the basic concepts of communications and Public Relations, their relations and applications in sport.

Key words:

Communication with parents, communications hockey club, public relations, image sports club, questionnaire.