Abstract

ANALYSIS OF MARKETING COMMUNICATIONS BK LOKOMOTIVA KARLOVY VARY SPORTS CLUB

Objectives: The aim of this work is to analyze the current state of marketing communication with the audience and sponsors for women's basketball club BK Lokomotiva Karlovy Vary and propose a strategy for improving marketing communications.

Methods: In this thesis were performed using the methods of observation and personal interviews examined subjects

Results: An analysis of marketing communication club, thanks to which it was found that it is not good enough, and some elements of marketing communication is missing. Based on these findings, suggestions were made and recommendations for improvement of marketing. The designs were created, so that feasible and beneficial to the club.

Keywords: Marketing, marketing communications, sports advertising, sponsorship, sports club