

# Abstract

<b>Title</b>	Aspects of Internet Marketing in environment of Czech Sport Clubs
<b>Objectives</b>	Objectives of diploma work is to make compact set of recommendations and rules of correct using of Internet marketing in environment of Czech Republic sport clubs.
<b>Methods</b>	Questionnaire examination, Heuristic analysis, Descriptive analysis, Observation, SWOT analysis
<b>Results</b>	Through analysis of actual condition and analysis of users needs has been assessed compact set of Internet Marketing tools and created recommendations for their usage by football clubs in environment of Czech Republic.
<b>Keywords</b>	Internet, Marketing, Internet Marketing, Sport Marketing, Sport Club, Football Club