

Abstrakt

Title of the thesis: Marketing communication of the club TJ Pedro Pérez Chodov toward the fans

Objectives: The main objective of the thesis is to determine the current situation of marketing communication of the club Pedro Pérez Chodov toward the fans and point to the proposals, which would lead to its improvement.

Methods: Written interview, personal interview, situation analysis, evaluation and interpretation of facts.

Results: By using the information obtained from the research, there was found, that the current marketing communication of the club TJ JM Pedro Pérez Chodov is sufficient. Despite the fact, there are still some areas for progress. Therefore there are presented proposals that could lead to an improvement of the current marketing communication toward the fans.

Key words: Floorball, TJ JM Pedro Pérez Chodov, fans, marketing communication, situation analysis, personal interview, written interview.