

Abstract

Title: Marketing Communications of HC Slavia Praha

Objectives: The aim of this work is to analyze marketing and marketing communication mix of Slavia Prague Hockey Club and to highlight its strengths and weaknesses. The next task is to suggest possible solutions that would improve marketing communications and the marketing mix.

Methods: In the work are used methods of analysis of internal and external factors, interviews, case studies, document analysis and observation.

Results: After analyzing marketing communications HC Slavia Praha were found a number of shortcomings. In the eighth chapter of the thesis is mentioned how to solve them.

Keywords: marketing, marketing communication, hockey, Slavia, promotion, advertising, public relations