

Abstract

Title of thesis: Marketing of the club FK ERA-PACK Chrudim to fans

Aims of the thesis: The main aim of the thesis is to suggest a new concept of the communication, which is supposed to improve communication process between fans.

Methods: personal questioning, written questioning, marketing analysis, SWOT analysis

Results: By using selected methods it was found, that the current marketing communication of the club is sufficient. On the base of this fact there was established the concept of communication and suggestions for improving of the current communication in the club.

Key words: fans, FK ERA-PACK Chrudim, marketing communication, marketing research, situation analysis