

## **Abstract**

### **COMMUNICATION STRATEGY OF THE SOCCER CLUB SK SLAVIA PRAHA AND PROPOSALS OF ITS IMPROVEMENT**

**Objectives:** The objective of this research is the establishment of communication strategies of an organization SK Slavia Praha Football Club for the upcoming season. This project will be completed based on the analysis of the club's current communication mix as well as current communication distribution channels with the club's fan base.

**Methods:** For the research various methods were used such as the case study, the analysis of the documents, the interviews and the SWOT analysis. The case study was applied during the research of the current club's communication strategy with its fan base, the analysis of the documents for the evaluation of the club's communication mix, the SWOT analysis for the evaluation of the communication mix and interviews for obtaining the essential information from the individuals involved.

**Results:** A new project of the club's communication strategy was established, which includes the improved communication mix of the club, the communication strategy project with the most important fans' organizations as well as a communication strategy project with the club's youth.

**Keywords:** sports marketing, communication strategy, communication mix, soccer, fans