

Abstract

Title: Marketing communications of fitness World Class

Objective: The aim is to evaluate the marketing communications of World Class fitness centre based on analysis and subsequently develop proposals to improve the marketing communications for the year 2015.

Methods: In this thesis were used analysis of texts and documents. Using the qualitative method was conducted structured interview with the club manager of the company.

Results: The result of this thesis is completely new design of marketing communications for World Class fitness centre for the year 2015. The proposal includes improvements of the advertisement in magazines, better placement of the outdoor advertisement, more emphasis on the online marketing. The proposal was expanded to include new modern tools – viral and guerilla marketing. For completeness was proposed a budget for marketing communications for the year 2015 and related timetable.

Key words: marketing, marketing communications, advertising, fitness centre, interview