Abstract
Title: The proposal of improving the adidas company promotion in partner fitness centers
Objective: Aim of the diploma thesis is implementation in marketing communication for partner fitness centers of adidas company. The theme is based on situational analysis of the company and marketing customer behavior research. These phases are the starting point for proposals of implementation of existing communicational channels which is focused on utilization of particular communicational channels and designing new possibilities of marketing communication supporting adidas corporate identity.
Methods: Marketing research
1. qualitative method – in-depth interview
2. quantitative method – questionnaire
SWOT analysis

Results: The research results show that adidas is among the top sporting goods producer in fitness. In spite adidas fights for its target customers primarily with American rival Nike. It is necessary that adidas maintain competitiveness in the field of fitness, even though currently does not put sufficient funds, as in the other key categories. This can be achieved by the intensive use of inexpensive communication channels.
Key Words: Marketing, marketing communication, marketing mix, sponsoring, promotion, sales promotion, public relation, customer.