

Abstract

Title: Brand equity of professional sports club

Objectives: The Diploma Thesis aims to make a survey of professional sports club brand. This thesis is complemented by specialist studies, interview and by the questionnaire survey. The main task is to determine how fans of football club perceive his brand called brand equity and how the club takes care of brand in relation to their fans. Also we discover any shortcomings at the stadium during a football match.

Methods: The research of perception brand equity by fans of football club is made by using a questionnaire. Next method used is the interview, which will be with a marketing director of the club. Its goal is to discover the opinion of the club on the minds of their fans feel. After evaluation of these methods, we performed a confrontation.

Results: The outcome of the thesis is to learn about brand equity professional sports club perceived by their fans. Submitted proposals for improving based on the perceived shortcomings of the fans and of the club of trying to achieve better access in relation to their neighborhood and their fans.

Keywords: Brand, brand awareness, brand equity, image