

## **Abstract**

**Title:** Marketing communication of HC Talent Plzeň

**Objectives:** The aim of this bachelor thesis is to propose new measures to improve the marketing communication of the handball club Talent Plzeň based on an analysis of the current marketing communication with club fans. The partial aim of the thesis is to define, based on interviews and collected information, strengths and weaknesses in the club's marketing communication.

**Methods:** Methods of qualitative nature were used in this thesis. The methods include an analysis of relevant documents, billboards, posters, websites, etc., observations and semi-structured interviews with one of the co-owners and the manager of the club and the selected spectators of the matches.

**Results:** The analysis of the current marketing communication with the fans of HC Talent Plzeň revealed some strengths and weaknesses. On their basis a proposal of the marketing communication for the season 2015/2016 has been created. The result of this bachelor thesis is the proposal based on the real possibilities of the club, current trends in modern sport marketing and events in the society.

**Keywords:** marketing, communication strategy, communication mix, handball