

Abstract

The paper analyzes the communication activities of the football club FK Dukla Praha in years 2011–2014. The reason for this limited period is the entrance of the club in the Premier League (2011) and the beginning of the data collection for evaluation (2014). The analysis is based on the theory of sports marketing, the structure specifically is derived from items in the marketing mix (product, price, place, promotion). Besides introducing the club through the history and philosophy, the theoretical part of an analysis consists of the psychological aspects of advertising and sport. The purpose of it is relevancy of the interpretation. The practical part is based on descriptive method; a list of all used communication channels, description of the activities of individual media, analysis of the formal aspects of communication and evaluation of the functionality of the site. The sources were the club's website, annual reports and club profiles on social networks. Analysis, among others, showed that FK Dukla Praha proactively communicates with its fans, the primarily channel being social networks, and adapts the language to that of the target group. Continual work with the fan club received positive ratings as well. Progressive approach, however, is not present in the appearance of web pages. There was also no financial support registered for social networks. Individual criticisms were reflected in the recommendations in the final part. Results of the analysis confirmed that due to the financial possibilities of the club the marketing strategy was evaluated as successful.