Abstract

Title: Public relations 1. FK Příbram

Objectives: The objective is analysis and assessment tools and activities Public Relations, which football club 1. FK Příbram uses, both in communication with fans and interact with their partners. Based on the analysis tool will suggest scheme so that communication by Public relations have been effective and successful.

Methods: To acheive goals was chosen the case study method, which helped to get detail information. Data collection was performed using the analysis of texts, documents and informal interview.

Result: Results of the work are summarized in the practical part. Based on the knowledge I have developed references and recommendations to improve the quality of communication with fans and media representatives.

Keywords: public relations, business company, media relations