

Summary

Dissertation title: The Communication Tools of Football Team with Example of FC Baník Ostrava

Dissertation aims: Evaluation of communication mix of FC Baník Ostrava, finding strong and weak characteristics and proposition new solutions and procedures.

Method: Description analysis and SWOT analysis.

Results: Caution about opportunities and threats of FC Baník's communication and proposing solutions by using communication tools.

The target of the dissertation is evaluate the sense of communication tools for the existence of football team. There is defined conception of marketing and communication tools in the theoretical part and it is pointed out specifics of it's using in the sport. By using both description and SWOT analyses is reviewed environment of the club and it's communication philosophy. Information and knowledge gained from previous parts are adapted as a criticism of strong and weak characteristics and as presentation suggestions. These suggestions are new communication philosophy and communication tools and channels.

Key words

marketing, target groups, communication tools, PR, sales promotions, merchandising