

Graduation theses called “Solvability of ice hockey club’s seasonal budget increasing” is proposing introduce practical suggestion for 1. League hockey club to solving financial crisis. Afterwards, among other goals is submitting of potential partners list to hockey club, analysis of contemporary communication strategy and creation of a new communication strategy.

In the theoretical part will be single notions and instruments taken to parts pertaining to subject matter of this task. In the analytic part will be used methods, which partly bring closer status quo of club’s communication possibilities as well as method, which will submit overview of club’s present circumstances to us. In the closing part will be on the basis of theoretical solutions and single analysis of the present state compiling a new communication strategy, implementing an application of this strategy as well as club’s stock list creating with suggestion of factual partners, which could accost a club.